Mingwei Song

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Scan Me

EDUCATION

University of Southern California, *Expected July 2027*
Annenberg School for Communication and Journalism, Master of Science in Digital Social Media
Guangdong University of Finance and Economics, Guangzhou, China *July 2025*
Bachelor of Arts in Journalism (Political and Law Journalism) | GPA: 3.9/4.0
Achievement: Academic Excellence Award (2022-2024);
Academic Year Undergraduate Excellence Award (2022-2023)

PROFESSIONAL EXPERIENCE

Duke65 | *Global Marketing Intern & Creator Partnership* *Sep 2026 – Present*
- Source and engage creators across TikTok, Instagram, and YouTube, supporting outreach and partnership development for global campaigns
- Support end-to-end creator campaigns, including talent sourcing, outreach, coordination, content review, and campaign execution
- Collaborate with creators across global markets on campaigns in AI, smart home, fashion, and gaming

USC U.S.-China Institute | *Marketing & Program Assistant* *May 2026 – Oct 2026*
- Manage monthly newsletters for the Institute and the National Consortium for Teaching about Asia (NCTA) using Mailchimp, promoting programs, events, and institutional initiatives
- Write marketing articles and maintain website content, ensuring timely publication of news, events, and educational resources
- Support end-to-end brand partnership activation for POP MART's launch at USC, including partner outreach, campaign planning, influencer promotion, execution, and post-campaign social listening

USC Annenberg Media Center & Viterbi School of Engineering | *Photographer* *Sep 2025 – May 2026*
- Received Hearst Photo Contest and LA Times Sports Photo of the Year nominations for visual storytelling and editorial photography
- Produced 18+ visual features for Annenberg Sports Channel and ANTV, generating 20,000+ total views
- Created 15+ Instagram sports reports and branded content for USC Viterbi's marketing channels and Viterbi Magazine
- Managed end-to-end photo production across sports, events, and editorial shoots, collaborating with marketing teams to deliver brand-consistent content under tight deadlines

Financial Times | *Editor Intern | Audio Department* *May 2023 – Oct 2023*
- Authored 10+ articles on global political and economic issues, translating complex topics into accessible stories for a broad audience
- Produced weekly English-language editorial and audio content, coordinating research, scripting, segment planning, and cross-functional production under tight deadlines

PROJECTS & AWARDS

LinkedIn Newsletter | Creator & Writer (Short Drama & Short-form Content)
- Founded and manage a newsletter focused on short drama and short-form content trends
- Published 3+ issues analyzing storytelling formats, platform dynamics, and audience behavior in short-form video ecosystems
- Explore emerging trends in short drama and short-form video, developing insights on content formats and audience engagement

Documentary Production | Producer & Director | Portfolio
- 80M+ views generated by documentary project "Foreign Students Tell Guangdong's Rural Stories," selected as a Top 100 provincial key team project
- Produced and directed multiple documentaries, including "Becoming a Mother," recognized in the Guangdong Finance News Channel competition
- Directed cross-regional documentary "HI Dipa Camellia," later republished by China Southern Daily

Skill & Languages

• AI Tools: Custom ChatGPT, Gemini, Canva AI, Spark Toro, Meta's AI Advantage+, Google Ads Smart Bidding
• Tools: Adobe Photoshop, Lightroom, Canva
• Languages: Cantonese (Native), Mandarin (Native), English (Fluent)