

EDUCATION

Ocean University of China <i>Master of Journalism and Communication</i> Academic Record: GPA 3.79/4 Average 89.97/100 Relevant Courses: Art Anthropology, Research Methods of Journalism and Communication, Research on New Media, and Audio-Visual Communication and Video Narrative.	09/2022–06/2025 Qingdao, China
Communication University of China <i>Bachelor of Literature in Network and New Media (Minor/Double degree)</i> Academic Record: GPA 3.41/4 Average 83.63/100 Relevant Courses: Introduction to Communication, Media and Society, Cybercultural Communication, and Media Convergence and Innovation.	09/2018–06/2021 Beijing, China
Tianjin Conservatory of Music <i>Bachelor of Fine Arts in Musicology (Arts Management)</i> Academic Record: GPA 3.35/4 Average 91.16/100 Relevant Courses: Fundamentals of Musicology, Music Media, Fundamentals of Art Theory, and Introduction to Cultural Industry Management.	09/2017–06/2021 Tianjin, China

PUBLICATIONS

- Wang Zhigang, Zhao Yingqiao, and Lu Bing. 2025. Reshaping and Incentivizing: Reconceptualizing Editorial Subjectivity in the Digital Intelligence Era. *Publishing Journal (CSSCI)*, 33(4), 5–13.
- Wang Zhigang and Lu Bing. 2023. Challenges and Resolution Approaches to the Convergence of Publishing + Podcast. *Chinese Editors Journal (CSSCI)*, 2023(10), 59–64.

RESEARCH EXPERIENCE

Master's Thesis <i>Ocean University of China</i> Research on Content Optimization of Pan-cultural Podcasts Based on Users' Intention of Utilization	05/2025 Qingdao, China
Research Assistant <i>Center for New Media Communication & Public Opinion Research, Ocean University of China</i> • Processed 10,000+ weekly social data points to quantify sentiment volatility and thematic hotspots. • Authored 50+ policy intelligence briefings on early-crisis indicators and reputation risk for senior administrators.	09/2022–09/2023 Qingdao, China
Conference Papers The 7th Guangdong Graduate Academic Forum on Journalism and Communication <i>From Need to Action: Scenario-Based Listening among Podcast Users — Third Prize</i>	05/2023 Guangzhou, China
The 8th Annual Conference of the Arts Management Specialized Committee of the Chinese Academy of Artistic Theory <i>Chinese Traditional Music in an Emerging Media Ecology</i>	11/2019 Nanjing, China
The 2019 6th Music Industry Summit Forum and the 1st Academic Forum on Music Communication in the Digital Age <i>Chinese Traditional Music in Short-Video Media: Audience Engagement and Communication Effects</i>	11/2019 Beijing, China

PROJECT EXPERIENCE

Backstage Production — Musicals at Qingdao Grand Theatre

08/2023–06/2024

Backstage Production Assistant

- Supported costume preparation, quick changes, wardrobe maintenance, translation, and backstage coordination for *Roméo et Juliette*, *Love Never Dies*, and *Mozart, l'Opéra Rock*.

Sound & Documentary — Luk in China

2019

Sound Director · Audiovisual Storytelling

- Developed the documentary's auditory dimension through environmental sound, dialogue, and location sound; received the First 'Foreigners on China' International Short Video Competition Excellence Award.

Television Gala — 2023 Qingdao Mid-Autumn Festival Gala

09/2023

Assistant Director · Gala Production

- Supported programme coordination, pre-production preparation, on-site communication, and recording for the televised cultural gala.

Digital Journalism — County Converged Media Platform

01/2021–05/2021

Digital News Producer · Platform Operations

- Produced digital news, maintained the Junan Rongmei mobile application, and contributed to multimedia coverage of the Junan County Two Sessions.

Public Lecture — From Tan Dun to the Global Circulation of Chinese Music

2019

Student Speaker · Public Lecture

- Delivered a public lecture on the circulation of Chinese music through cross-cultural collaboration, film and media, and educational exchange.

International Workshop & Academic Forum — Arts Management and Public Arts

2019

Academic Programme Liaison · Student Representative

- Coordinated Professor Douglas Paul DeNatale's lecture and participated in discussions on arts organisations, cultural governance, public arts, and international collaboration.

Public Arts Education — Poly Art Lecture Hall

09/2018–09/2019

Project Coordinator · Public Arts Education

- Supported lecture programming, performance guides, and audience engagement for Tianjin Grand Theatre's public arts education programme.

INTERNSHIPS

Qingdao Grand Theatre

08/2023–06/2024

Backstage Production Assistant

Qingdao, China

- Supported costume preparation, quick changes, wardrobe maintenance, translation, and backstage coordination for three international touring musicals.

Media, Cultural & Creative and Large-scale Events Center, Qingdao Media Group

07/2023–09/2023

Assistant Director Intern · Broadcast & Gala Production

Qingdao, China

- Supported programme coordination, production preparation, on-site communication, and recording for the Qingdao Artisan Day television special and the 2023 Qingdao Mid-Autumn Festival Gala.

Junan County Converged Media Center

01/2021–05/2021

New Media Department Intern

Linyi, China

- Maintained the Junan Rongmei mobile application and supported multimedia coverage of the Junan County Two Sessions through interviews, new-media writing, editing, and mobile distribution.

Tianjin Grand Theatre

09/2018–09/2019

Performance Department Intern

Tianjin, China

- Coordinated 10+ Poly Art Lecture Hall programmes and delivered audience services for 50+ opera, concert, and theatre productions.

AWARDS & HONORS

China National Scholarship	Ministry of Education of the People's Republic of China	12/2024
China National Scholarship	Ministry of Education of the People's Republic of China	11/2019
China National Encouragement Scholarship	Ministry of Education of the People's Republic of China	10/2020
China National Encouragement Scholarship	Ministry of Education of the People's Republic of China	10/2018
Outstanding Graduate Student	Ocean University of China	10/2024
Graduate Practical Innovation Scholarship	Ocean University of China	05/2025
Merit Student	Tianjin Conservatory of Music	2018–2019
Merit Student	Tianjin Conservatory of Music	2019–2020
Merit Student	Tianjin Conservatory of Music	2017–2018

SKILLS

Research Methods: Qualitative Research · Semi-structured Interviews · Textual Analysis · Discourse Analysis · Literature Review · Bibliometric Analysis

Sound & Ethnographic Practice: Critical Listening · Sonic Observation · Field Recording · Sound Documentation · Ethnographic Research

Digital Research & AI: Python · NVivo · CiteSpace · SPSS · Data Visualization · AI-assisted Research · AI-assisted Development

Audio & Media Production: Logic Pro · Audio Editing · Audio-Visual Production · Final Cut Pro

Musical & Cultural Practice: Erhu Performance (20+ years) · Chinese Traditional Music · Chinese Calligraphy

Languages: Mandarin Chinese (Native) · English (IELTS 6.5)

CERTIFICATIONS

- Senior High School Music Teacher Qualification Certificate
- Putonghua Proficiency Test Certificate — Level 2-A
- Erhu Grade 10 Certificate — Excellent · China Nationalities Orchestra Society (CNOS)

ERHU PERFORMANCE AWARDS

Outstanding Performance Award	3rd ‘Dunhuang Cup · Shanghai’ Erhu Performance Competition	2016
Second Prize	4th ‘Qilu Qing’ Shandong Province Campus Student Talent Show Contest	2015
Bronze Award	2nd ‘Dunhuang Cup’ National Erhu Competition	2013
First Prize	4th China Conservatory National Arts Grade Examination Competition — Shandong Regional Round	2011