Ke (Jenny) Jiang, Ph.D.

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ACADEMIC POSITIONS

Tenure-track Assistant Professor in Media Analytics, School of Communications, Elon University **2019 - Present**
► *Combining network analysis and time series analysis to study the co-evolutions of human discourse in web-based public spheres.*
► *Combining social media analytics with survey research to explore how the use of digital media influences the evolution of digital culture and the humanities.*
► *Developing curricula for higher education in the digital age.*
► *Teaching courses: Understanding Audience, Applied Media Analytics, Strategies of Emerging Media, Measuring Media Impacts, The Global Experience.*

Lamar Family Post-Doctoral Researcher, Social Media Analysis and Creation Lab, Louisiana State University (LSU) **2017 - 2019**
► *Wrote Python code to collect social media data and build datasets combining social media and survey data.*
► *Conducted statistical analysis of longitudinal social media data.*
► *Co-authored scholarly manuscripts and grant applications.*
► *Taught Data Analytics for Computational Journalism and Digital Media Studies.*

Research Assistant, Dr. George A. Barnett's Network Analysis Lab, UCD **2012 -2017**
► *Led research on network and social media analysis.*
► *Used semantic network analysis to examine news frames of major international news agencies and media effects on the international level, demonstrating culture convergence, divergence, and hybridization.*
► *Developed algorithms for studying network evolution and co-evolution.*

EDUCATION

2017
University of California, Davis (UCD), Ph.D. in Communication
Dissertation: *Reframing Framing Theory Using Semantic Network Analysis Method*
Advisor: *Dr. George A. Barnett*

University of Science and Technology of China, M.A. in Science and Technology of Communication and Policy **2010**
Thesis: *The Paradigmatic Evolution of Organizational Communication Research in the United States (1988-2008)*

Anhui University, China, B.A. in Journalism **2005**
Thesis: *News Broadcasting in a Storytelling Style (Best Bachelor Thesis of 2005)*

RESEARCH INTERESTS	TEACHING AREAS
International Communication	Communication Research Methods
Social Media Analytics	Data Analytics
Social Movements and Campaigns	Digital Media Marketing & Strategies
Social and Semantic Network Analysis	Network Analysis
Public Interests/Opinions	Statistics

PUBLICATIONS

Refereed Journal Articles & Conference Proceedings:

Xu, Q., & **Jiang, K.** (2024). UX Design vs. UI Design: Understanding U.S. Employers' Expectations Through Semantic Analysis of Job Descriptions. *Communication Design Quarterly*. (Accepted)

Oden, A., Bauer, N. M., **Jiang, K.,** & Porter, L. (2024). Women's Engagement in Political Discussion on Twitter: The Role of Gender Salience, Resources, and Race/Ethnicity. *Sex Roles, 90*, 250-266. https://doi.org/10.1007/s11199-023-01439-w

Jiang, K., & Xu, Q. (2023). Analyzing the Dynamics of Social Media Texts Using Coherency Network Analysis: A Case Study of the Tweets with the Co-hashtags of# BlackLivesMatter and# StopAsianHate. *Frontiers in Research Metrics and Analytics, 8*, 1239726. https://doi.org/10.3389/frma.2023.1239726

Jiang, K., Afromsky, A., & Xu, Q. (2023). What do Employers Expect for Jobs Requiring Media Analytics? A Semantic Network Analysis of Job Descriptions of In-Person and Remote Positions During the COVID-19 Pandemic. *Journalism and Mass Communication Educator, 78*(1), 5-24. https://doi.org/10.1177/10776958221135969

Jiang, K., Wang, R., Porter, L., Kim, S., & Johnson, M. (2022). Pundits, Presenters and Promoters: Investigating Gaps in Digital Production among Social Media Users Using Self-Reported and Behavioral Measures. *First Monday, 27*(12), https://doi.org/10.5210/fm.v27i12.11604

Jiang, K., Li, R., Wang, R., & Porter, L. (2022). Investigating Types of Second Screeners and Their Social Media Behaviors. *Journal of Communication Technology, 5*(2), 1-29. https://doi.org/10.51548/joctec-2022-006

Jiang, K., & Xu, Q. (2021). Building images of "President Trump": Comparing co-evolutions of the Trade War discourse between influencers and regular users on

Twitter. *Proceedings of the 54th Hawaii International Conference on System Sciences (HICSS)*. https://scholarspace.manoa.hawaii.edu/handle/10125/70974 (Top Paper of the Social and Digital Media track)

Henderson, M., **Jiang, K.,** Johnson, M., & Porter, L. (2019). Measuring Twitter Use: Validating Survey-Based Measures. *Social Science Computer Review, 39*(6), 1121-1141. https://doi.org/10.1177/0894439319896244

Jiang, K., Anderton, B. N., Ronald, P. C., & Barnett, G. A. (2018). Semantic Network Analysis Reveals Opposing Online Representations of the Search Term "GMO". *Global Challenges, 2*. https://doi.org/10.1002/gch2.201700082

Hilbert, M., James, R. G., Gil-Lopez, T., **Jiang, K.**, & Zhou, Y. (2018). The Complementary Importance of Static Structure and Temporal Dynamics in Teamwork Communication. *Human Communication Research, 44,* 343–373. https://doi.org/10.1093/hcr/hqy008

Xanat, V. M., **Jiang, K.**, Barnett, G. A., & Park, H. W. (2018). International trade of GMO- related agricultural products. *Quality & Quantity, 52*, 565-587. https://doi.org/10.1007/s11135-017-0521-8

Jiang, K., Benefield, G., Yang, J. F., & Barnett, G. A. (2017). Mapping Articles on China in Wikipedia: An Inter-Language Semantic Network Analysis. In the Proceeding of *Hawaii International Conference on System Science* (HICSS-50).

Barnett, G. A., Chu, J. X., **Jiang, K.**, Huh, C., Park, J. Y., Park, H.W. (2017). Measuring Word of Mouth Networking of International Relations as Expressed in Social Media Big Data: Implications for Open Government and Diplomacy 2.0. *Government Information Quarterly, 34*, 37-44. https://doi.org/10.2501/IJMR-2014-043.

Jiang, K., Barnett, G. A., & Taylor, L. D. (2016). Dynamics of culture frames in international news coverage: A semantic network analysis. *International Journal of Communication, 10*, 3710–3736*.* https://doi.org/1932–8036/20160005

Barnett, G. A & **Jiang, K.** (2016). Resilience of the World Wide Web: A Longitudinal Two- Mode Network Analysis. *Social Network Analysis and Mining, 6*. https://doi.org/10.1007/s13278-016-0415-0

Barnett, G. A., **Jiang, K.**, & Hammond, J. (2015). Using Coherencies to examine network evolution and co-evolution. *Social Network Analysis and Mining, 5*. https://doi.org/10.1007/s13278-015-0297-6

Barnett, G. A., Lee, M., **Jiang, K.**, & Park, H. W. (2015). The Flow of International Students from a Macro Perspective: A Network Analysis. *Compare: A Journal of*

Comparative and International Education, 4, 533-559.
https://doi.org/10.1080/03057925.2015.1015965

Jiang, K. (2014). International Student Flows between Asia, Australia, and Russia: A Network Analysis. *Journal of Contemporary Eastern Asia, 13*, 83-98.

Barnett, G. A., Park, H. W., **Jiang, K.**, Tang, C., & Aguillo, I. F. (2014). *A Multi-Level Network Analysis of Web-Citations among the World's Universities. Scientometrics, 99*, 5-26. https://doi.org/10.1007/s11192-013-1070-0

Jiang, K., & Barnett, G. A. (2013). Guanxi Networks in China. *Journal of Contemporary Eastern Asia, 12*, 89-97.

Book:

Jiang, K., & Walsh, R. (2023). *Media Analytics with R*. GitHub. https://jennyjiangke.github.io/book/

Book Chapters:

Jiang, K., & Li, R. (2022). Statistics. In S. Zhou, B. Beasley, & W.D. Sloan (Eds.), *Research Methods in Communication* (pp. 203-222). Vision Press.

Jiang, K., & Barnett, G. A. (2018). The Structure of the International Communication Association—2016: A Network Analysis. In A. Shaw & T. Scott (Eds.), *Interventions: Communication Theory and Practice* (ICA Theme Book). (pp. 31 - 51). New York: Peter Lang Publishing.

Jiang, K., Barnett, G. A., Taylor, L. D., & Feng, B. (2018). Dynamic Co-evolutions of Peace Frames in the United States, Mainland China, and Hong Kong: A Semantic Network Analysis. In B. Cook (Eds.), *Handbook of Research on Examining Global Peacemaking in the Digital Age*. (pp. 145-168). Hershey, Pennsylvania: IGI Global.

Barnett, G. A., & **Jiang, K.** (2017). Issues in Intercultural Communication Research. In L. Chen (Ed.), Handbook of Intercultural Communication (vol.9), *Handbooks of Communication Science.* (pp. 99-118). Mouton de Gruyter: Berlin. DOI: 10.1515/9781501500060-005.

Barnett, G. A., & **Jiang, K.** (2014). The Application of Social Network Analysis in Communication Studies In J.H. Hong (Eds.), *New Trends in Communication Studies* (pp. 861-887). Beijing, China: Tsinghua University Press.

REFEREED CONFERENCE PAPERS & PRESENTATIONS

Jiang, K., & Jiang, X. (2024, August) *Unveiling Geopolitical Dynamics: Semantic and Coherency Network Analysis of Social Media Posts from Major News Agencies in the United States and China*. Paper presented at the 107th annual conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA.

Xu, Q., & **Jiang, K.** (2024, August) *UX Design vs. UI Design: Understanding Employers' Expectations Through Semantic Analysis of Job Descriptions*. Paper presented at the 107th annual conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA.

Jiang, K., & Xu, Q. (2022, August) *Co-evolution of Discourse between Influencers and Regular Users: A Case Study of Tweets Using the Co-hashtags of #StopAsianHate and #BlackLivesMatter*. Paper presented at AEJMC (Association for Education in Journalism and Mass Communication) Annual Conference, Detroit, USA.

Jiang, K., Afromsky, A., & Xu, Q. (2022, August) *What do Employers Expect for Jobs Requiring Media Analytics? A Comparison Between In-Person and Remote Positions During the COVID-19 Pandemic*. Paper presented at AEJMC Annual Conference, Detroit, USA. **(Top Paper, Internship and Careers Interest Group)**

Oquendo, J., **Jiang, K.**, & Porter, L. (2019, October). *The Ecology of Latinx Twitter*. Paper presented at AoIR (Association of Internet Researchers) Annual Conference, Brisbane, Australia.

Bryanov, K., **Jiang, K.**, & Porter, L. (2019, September). *The (Skewed) Demographics of Political Engagement on Twitter*. Paper presented at ECPR (European Consortium for Political Research) Annual Conference, Wrocław, Poland.

Jiang, K., Li, R., Porter, L., & Wang, R. (2019, August). *Tweeting the Screen: Investigating Types of Second Screeners and Their Social Media Behavious*. Paper presented at AEJMC Annual Conference, Toronto, Canada.

Jiang, K., Wang, R., Porter, L., & Johnson, M. (2018, August). *Pundits, Presenters and Promoters: Investigating Gaps in Digital Production among Social Media Users Using Self-Reported and Behavioral Measures*. Paper presented at AEJMC Annual Conference, Washington, DC. (**1st Place, Faculty Paper Competition, Communication Technology Division**).

Oquendo, J., **Jiang, K.**, & Porter, L. (2018, August). *Ethnicity and Language: A Cross-Language Semantic Network Analysis of Tweets*. Paper presented at AEJMC Annual Conference, Washington, DC.

Jiang, K., Porter, L., Henderson, M., Johnson, M., Wang, R., & Watson, B. (2018, June). *Who Produced What on Twitter: Integrating Semantic Network Analysis with Survey Research*. Paper presented at XXXVIII Sunbelt Conference of the International Network for Social Network Analysis, Utrecht, Netherlands.

Barnett, G. A., **Jiang, K.**, & Alagra, C. (2018, June). *Network Stability due to Structural and Diachronic Equivalence: An examination of the international news network.* Paper presented at XXXVIII Sunbelt Conference of the International Network for Social Network Analysis, Utrecht, Netherlands.

Hilbert, M., James, R. G., Gil-Lopez, T., **Jiang, K.**, & Zhou, Y. (2017, July). *The Predictability of Communication Patterns in Spontaneous Teamwork.* Post presented at International Conference on Computational Social Science, Cologne, Germany.

Jiang, K., & Barnett, G. A. (2017, May). *Communication Research at the Global Level: A Social and Semantic Network Analysis of International Communication Association*. Paper presented at International Communication Association's 67th Annual Conference, San Diego, CA.

Ji, J. J., Barnett, G. A., **Jiang, K.**, & Chu, J. X. (2017, May). *Knowledge flow and innovation networks of genetically modified (GM) crops.* Paper presented at XXXVII Sunbelt Conference of the International Network for Social Network Analysis, Beijing, China.

Jiang, K., & Barnett, G. A. (2016, December). *Resilience of the World Wide Web: A Longitudinal Two-Mode Network Analysis*. Paper presented at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea.

Meza, X. V., **Jiang, K.**, Barnett, G. A., Park, H.W. (2016, December). *International Trade of GMO Related Agricultural Products.* Paper presented at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea.

Jiang, K., Barnett, G.A., & Taylor, L. D. (2016, November). Dynamic Co-evolutions of Peace Frames in the United States, Mainland China, and Hong Kong: A Semantic Network Analysis. Paper presented at Annual Convention of the National Communication Association, Philadelphia, PA. **(Top Paper, Peace and Conflict Communication Division)**

Jiang, K., & Barnett, G. A. (2016, April). *Dynamic Co-evolutions of News Frames in International Peace Coverage: A Semantic Network Analysis.* Paper presented at

XXXVI Sunbelt Conference of the International Network for Social Network Analysis, Newport Beach, CA.

Barnett, G. A., **Jiang, K.**, & Liu, B. (2016, April). *Dynamics of the Worldwide Web: A Longitudinal Analysis of the Two-mode Network of Website Use by Country.* Paper presented at XXXVI Sunbelt Conference of the International Network for Social Network Analysis, Newport Beach, CA.

Meza, X. V., **Jiang, K.**, Barnett, G. A., Park, H.W. (2016, April). *International Trade of GMO Related Agricultural Products.* Paper presented at XXXVI Sunbelt Conference of the International Network for Social Network Analysis, Newport Beach, CA.

Jiang, K. (2015, December). *Re-framing Framing Theory Using Semantic Network Analysis Method*. Invited talk at The City University of Hong Kong, Hong Kong.

Jiang, K., & Barnett, G. A. (2015, October). *20 Years News Frames of Media Coverage of Peace in the United States and China: A Semantic Network Analysis.* Paper presented at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea.

Pan, P., Yang, J. F., & **Jiang, K.** (2015, October). *From Research to Industry: Chinese Semantic Network Analysis of Technological Transformation*. Poster at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea.

Jiang, K., & Barnett, G. A., & Chu, J. X. (2015, June). *Dynamics of Culture Frames and Framing Effects on the Macro Level: A Semantic Network Analysis*. Paper presented at XXXV Sunbelt Conference of the International Network for Social Network Analysis, Brighton, UK.

Pan, W., **Jiang, K.**, Wang, Y., Barnett, G. A., & Feng, B. (2015, June). *What Do People Say When They Post and Comment in Online Depression Forum: A Semantic Network Analysis.* Paper presented at XXXV Sunbelt Conference of the International Network for Social Network Analysis, Brighton, UK.

Chen, M., **Jiang, K.**, Zhao, L., & Barnett, G. A. (2015, June). *A Semantic Network Analysis of Online Breast Cancer Forum*. Paper presented at XXXV Sunbelt Conference of the International Network for Social Network Analysis, Brighton, UK.

Barnett, G. A., Chu, J. X., **Jiang, K.**, Huh, C., & Park, H. W. (2015, June). *The Network of International Relations as Expressed in Social Media: Examining Facebook and Weibo.* Paper presented at XXXV Sunbelt Conference of the International Network for Social Network Analysis, Brighton, UK.

Ji, J. J., Chu, J. X., **Jiang, K.**, & Barnett, G. A. (2015, June). *Semantic Network Analysis of GMO News on WeChat in China*. Paper presented at XXXV Sunbelt Conference of the International Network for Social Network Analysis, Brighton, UK.

Langle-Flores, A., Perez-Maqueo, O., **Jiang, K.**, & Hilbert, M. (2015, June). *Social Network and Environmental Policy-Civil Society Engagement in Guarding Cabo Pulmo National Park*. Paper presented at XXXV Sunbelt Conference of the International Network for Social Network Analysis, Brighton, UK.

Jiang, K., Barnett, G. A., & Taylor, L. D. (2014, December). *Culture Frames in International News Coverages: A Semantic Network Analysis.* Paper presented at the Daegu (Korea) Gyeongbuk International Social Network Conference.

Jiang, K., & Barnett, G. A. (2014, November). *News Framing in the Era of Globalization: Is Convergence Happening?*. Paper presented at annual convention of the National Communication Association, Chicago, IL.

Jiang, K., & Barnett, G. A. (2014, May). *News Framing in an International Context: A Semantic Network Analysis.* Paper presented at International Communication Association Conference, Seattle, WA.

Jiang, K. (2013, December). *International Student Flows from A Macro Perspective: A Network Analysis.* Paper presented at the Daegu Gyeongbuk International Social Network Conference, Daegu, South Korea. (**Special Award for Outstanding Original Work)**

Barnett, G. A., Ruiz, J. B., Hammond, J. R., Xin, Zhige, & **Jiang, K.** (2013, July). *An Examination of the Relationship between International Telecommunication and State Sponsorship of Terrorism.* Paper presented at the International Network for Social Network Analysis Conference, Xi'an, China.

SERVICE TO THE FIELD

Editorial Leadership:

Editor, Special issue titled "Network Analysis of Social Media Texts", *Frontiers in Research Metrics and Analytics (Target completion date set for October 2024)* *https://www.frontiersin.org/research-topics/41263/network-analysis-of-social-media-texts*
Editor, Special issue titled "The Role of Media and Communications in Vaccine Hesitancy during the COVID-19 Pandemic", *Frontiers in Communication (Complete in 2023) https://www.frontiersin.org/research-topics/30773/the-role-of-media-and-communications-in-vaccine-hesitancy-during-the-covid-19-pandemic*
Associate Editor, *Journal of Contemporary East Asia* (2019 - Present)
Associate Editor, *Quality and Quantity* (2020 - Present)

Invited journal Reviewer for:

Communication Research
Elon Journal
Global Health Promotion
International Journal of Communication
Journalism
Journal of Communication
Journal of Communication Technology
Journal of Contemporary Eastern Asia
Language & Communication
PLoS One
Quality & Quantity
Telematics and Informatics
Technological Forecasting & Social Change

Conference Paper Reviewer for:

Association for Education in Journalism and Mass Communication's Annual Conference
Daegu Gyeongbuk International Social Network Conference
Hawaii International Conference on System Sciences
International Communication Association's Annual Conference
International Conference on eDemocracy & eGovernment

GRANTS

► *Principal Investigator*, SGA-ATC Open Educational Resources Grant, *Elon University*, $7,500, 2022. (For **writing a textbook of "Media Analytics with R"**, which introduces the analytics that are essential to students and scholars in the field of communications)

► *Co-Principal Investigator*, Emergency Management Communication Modeling and Neurophysiological Mechanism in Online Social Networks: A Transactive Memory System Perspective, *National Natural Science Foundation of China*, $100,000, 01/01/2016 – 01/01/2020.

AWARDS

Excellence in Scholarship Award, Elon University (2023)
Top Paper, Internship and Careers Interest Group, AEJMC (2022)
Top Paper, Social and Digital Media Track, 54th Hawaii International Conference on System Sciences (2021)

1st Place, Faculty Paper Competition, Communication Technology Division, AEJMC (2018)
Top Paper, Peace and Conflict Communication Division, NCA (2016)
Dissertation Improvement Award, Institute for Social Sciences, UC Davis (2015)
Special Award for Outstanding Original Work, the Daegu Gyeongbuk International Social Network Conference (2013)
Championship, CCTV Host Challenge Contest, China (2005)
Championship, Anhui Province TV host contest, China (2004)
Championship, China Life Radio Host Contest (2004)
3rd Place, National College TV Host Contest, China (2003)
Outstanding Student Leadership Award, Anhui University, China (2001-2004)

HONORS & SCHOLARSHIPS

Service-Learning & Community Engagement Faculty Scholarship, Elon University (2021)
Social Science Dean's Doctoral Fellowship for Excellence Award, UC Davis (2015)
University Fellowship for Excellent Performance, University of Science and Technology of China (2006)
Best Bachelor Thesis of the Year, Anhui University (2005)
1st Place Scholarship, Anhui University (Top 2 among 164 in School of Journalism and Communication) (2002)

TEACHING EXPERIENCE

Instructor

Data Analytics for Computational Journalism & Digital Media Studies (*Graduate Seminar*)	LSU
Emerging Media: Theory, Application, & Effects (*Graduate Seminar*)	LSU
COR 1100 Global Experience	Elon University
MEA 2600 Understanding Audience	Elon University
MEA 3290 Applied Media Analytics	Elon University
MEA 3590 Strategies for Emerging Media	Elon University
MEA 4600 Measuring Media Impact	Elon University
CDE 3550 Design & Analytics (New Course Developed)	Elon University
MC 2015 Visual Communication	LSU
CMN 001 Public Speaking	UCD
CMN 003 Interpersonal Communication Competence	UCD

Workshop
  Semantic Network Analysis (For faculty and graduate students)   LSU

Teaching Assistant
  CMN 001 Public Speaking   UCD
  CMN 003 Interpersonal Communication Competence   UCD
  CMN 110 Communication Networks   UCD
  CMN 140 Introduction to Mass Communication   UCD
  CMN 170V Digital Technology and Social Change   UCD
  CMN 174 Social Media   UCD

Committee Member of Honors Thesis
Brianna Edwards ('21, Media Analytics). *The representation of women in hip-hop lyrics before and during the Me-Too movement*. Elon University

Christian Harrison ('22, Strategic Communications). *Campaigning on Twitter: A Content Analysis of Four U.S. Senate Candidates' Twitter Feeds*. Elon University

UNIVERSITY & SCHOOL SERVICES

Undergraduate Research Program Advisory Committee, Elon University	**2023 - Present**
FR&D Committee, Elon University	**2023 - Present**
Fellows Committee in the School of Communications, Elon University	**2021- Present**
Search Committee for Media Innovation Position, Elon University	**2021 - 2022**
Technology committee, Elon University	**2020 - 2021**
Awards and Competitions Committee, Elon University	**2019 - 2020**

PROFESSIONAL MEMBERSHIPS

*Fellow***,** AEJMC Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication (2020-Present)
*Conference Committee Member***,** The International Conference on E-Democracy and Open Government (2016 - Present)
*Conference Committee Member***,** Daegu Gyeongbuk International Social Network Conference (2015 - 2016)
Board Member, World Association for Triple Helix & Future Strategy Studies (2015 - Present)
Member, Association for Education in Journalism and Mass Communication**,** USA (2018 – Present)

Member, International Communication Association (2014 – Present)
Member, National Communication Association, USA (2014 – Present)
Member, International Network for Social Network Analysis (2013 – Present)

PROFESSIONAL EXPEIRENCE

Chief Communications Officer, Sense-U (a high-tech startup in Silicon Valley producing baby monitoring systems: *https://www.sense-u.com*) ► *Brand & reputation management* ► *Social Listening* ► *Strategic consulting and planning* ► *Leverage earned, owned, and paid media*	**2019-Present**
News Anchor, Editor, Producer, China Economic Radio Station of Anhui Province (*The first provincial-level professional FM broadcasting in Anhui Province, China*) ► *News Anchor of "Good Morning, Anhui", the first program of the station to broadcast news in a storytelling format* ► *Host & Producer of "Gourmet in FM97.1", a Talk Show serving as a medium connecting catering industry and audience* ► *Host & Producer of "University Union", a popular Talk Show for college students*	**2004- 2008**

SKILLS

Programming & Development:
Python for Social Media Analytics, Natural Language Processing
R for Social Media Analytics, Network Analysis, Natural Language Processing, Statistical Computing, and Data Visualization
Database: SQLite
Network Analysis Software: UCINET, NodeXL, Gephi, ConText, ORA, Pajek

Social Listening & Web Analytics & SEO:
Proficient in *Brandwatch, Crimson Hexagon, Google Analytics, Google Ads, Semrush*

Graphic Design & Animation:
Proficient in *Photoshop, Illustrator, InDesign*

Video and Radio Editing:
Proficient in *Premiere, Audition*

Languages:
English, Mandarin