JIAYI CHEN

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Research interests: platformized communication & digital media · creator and influencer economies · cross-cultural and intercultural communication · media, identity, and consumption

EDUCATION

Newcastle University Newcastle upon Tyne, United Kingdom

MA, Cross-Cultural Communication and International Marketing Sep. 2023 – Dec. 2024

- Dissertation: *Conditional Belonging in a Multilingual City: Language Choice and Participation among Mainland Chinese Students in Hong Kong* (Supervisor: Dr. Jim Chan)
- Relevant coursework: Cross-Cultural Communication; Culture, Interculturality and Identity; Multilingualism; Critical Consumption and Corporate Social Responsibility; International Marketing

Guangdong University of Foreign Studies, South China Business College Guangzhou, China

B.Econ., International Economics and Trade (Bilingual Program) Sep. 2019 – Jun. 2023

- Thesis: *"The Impact of Trade Barriers in RCEP Member Countries on China's Agricultural Exports and Policy Responses"* (Supervisor: Dr. Ping Hu)
- Awards: 3rd Prize (Provincial), 2022 "Dianyue Cup" National Cross-Border E-Commerce Competition; 2nd Prize (Provincial), 2021 "Shopee Cup" Cross-Border E-Commerce Innovation Contest; 2nd Prize (National), 2020 FLTRP National English Reading Contest

RESEARCH EXPERIENCE

Working Papers

"Constructing Youth Career Imaginaries in Platformized Communication: A Study of Career Content on Rednote (Xiaohongshu)"

With Haiqin Zhou and Zejia Chan — under review at *Information and Communication Research* (Communication University of China; in Chinese).

- Investigate how platform affordances and creator practices on Rednote (Xiaohongshu) shape Chinese youth's career imaginaries, focusing on the narratives, genres, and aspirational discourses through which informal career guidance is produced, circulated, and consumed.
- Use qualitative analysis of platform content to examine the relationship between platformized communication, digital labor, and youth aspiration, with attention to how social media reconfigures career knowledge beyond institutional channels.

"Optimizing the Business Environment of Haikou under the Hainan Free Trade Port Initiative"

With Zejia Chan — in preparation for submission to *Accounting Research*.

- Apply policy analysis and comparative benchmarking to assess institutional and regulatory dimensions of regional development, combining policy evidence with structured analysis for academic writing and peer review.

Research Projects

National Planning Project (2026), China Vocational Education Association Guangzhou, China

Research Team Member — "Employment Guidance Model Innovation for Applied Undergraduates under New Employment Forms" Apr. 2026 – Present

- Contributes to a national-level, mixed-methods study of employability and career-support communication for applied undergraduates amid emerging ("new") forms of platform-mediated employment.
- Co-designed the survey instrument and coordinated field data-collection logistics, managing sampling, distribution, and response tracking across the Admissions and Career Development Office.
- Compiled and analyzed institutional case records, questionnaire responses, and semi-structured interview transcripts; contributed to developing employability-support pathways and drafting research outputs.

Master's Dissertation — Newcastle University Newcastle upon Tyne, UK

Supervisor: Dr. Jim Chan Sep. 2024

- Investigated language choice, identity negotiation, and belonging among non-local residents in Hong Kong's multilingual Cantonese–Mandarin–English environment.
- Conducted semi-structured interviews and applied reflexive thematic analysis to trace how everyday communicative and linguistic practices mediate inclusion, distinction, and the construction of cross-cultural identity.
- Contributes to intercultural-communication and sociolinguistic scholarship on multilingual belonging and the media-saturated social positioning of mobile populations.

Bachelor's Thesis — GDUFS South China Business College Guangzhou, China

Supervisor: Dr. Ping Hu Jun. 2023

- Conducted longitudinal quantitative analysis of bilateral trade flows across 15 economies over a 19-year period, supplemented by comparative case analysis.

TEACHING EXPERIENCE

Guangzhou University of Software Guangzhou, China

Course Instructor — Career Planning & Comprehensive Quality Development Dec. 2025 – Present

- Designed and taught undergraduate courses for 97 students on career exploration, self-assessment, professional-identity development, and career decision-making.
- Mentored students in evaluating career pathways and communicating personal strengths through structured academic and professional planning.

Guangzhou University of Software Guangzhou, China

External Academic Mentor — Student Development and Academic Mentoring Center Jul. 2026 – Present

- Advised student-led entrepreneurship and international education projects through audience and market research, survey and interview design, and analysis of user needs across domestic and cross-border contexts, helping students connect empirical findings with project development and communication decisions.
- Guided students in translating research findings into project positioning, audience strategy, communication plans, and competition proposals, with attention to evidence, feasibility, and cross-cultural adaptation (e.g., a student project focused on marketing agricultural products for local farmers).

PROFESSIONAL & APPLIED EXPERIENCE

Guangzhou University of Software — Admissions & Career Development Office Guangzhou, China

International Education and Communication Dec. 2025 – Present

- **Strategic & digital communication:** planned and managed integrated communication campaigns across the university's owned-media ecosystem, developing content strategy and channel-specific messaging; produced 494 WeChat articles and directed 146 admissions livestreams (concept, speaker coordination, real-time audience interaction, post-event evaluation), generating 20,000+ views and 50,000+ engagements.
- **Audience analysis:** segmented prospective-student audiences and iterated messaging from engagement data, applying communication principles of audience targeting, narrative framing, and interactive media to improve reach and conversion.
- **Intercultural communication:** coordinated cross-border education programs (incl. the Macau University of Science and Technology Exchange Program), managing student communication and outreach across cultural and institutional boundaries; organized 3–4 information sessions monthly.

Hongya Co., Ltd. Guangzhou, China

Founding Partner — Brand & Digital Media Jun. 2023 – Present

- **Brand communication & positioning:** founded and direct two consumer brands, Rongyu Jewelry (domestic) and VENE Jewelry (cross-border), leading positioning, visual identity, and brand narrative, attentive to how meaning and value are communicated to distinct audience segments.
- **Platform & digital media practice:** built and operated channels across Rednote (Xiaohongshu), Taobao, Instagram, and a brand website, tailoring content formats and narratives to platform affordances and user cultures; developed a practice-based perspective on digital consumer culture and the creator economy.
- **Creator economy:** designed and executed collaborations with approximately 20 creators monthly, managing outreach, content co-production, and product seeding while gaining first-hand insight into how creator practices, platform algorithms, and audience communities shape visibility and consumption.

Langsheng Management Consulting Co., Ltd. Guangzhou, China

Marketing Specialist — Strategic Communication Jul. 2024 – Dec. 2025

- Produced strategic communication materials, including service manuals, client guides, and policy briefs, translating complex intellectual property services into accessible messaging for corporate and individual audiences.
- Conducted industry and competitor research to identify audience needs and inform brand positioning and targeted campaign design.

I.T Hong Kong (Posheng Trading Co., Ltd.) Guangzhou, China

Customer Engagement Intern Jul. 2022 – Sep. 2022

- Managed tiered membership and loyalty communication for 49 brands across 100+ retailers and 405 stores, analyzing member data to design audience-segmented engagement and retention strategies.

PROFESSIONAL TRAINING & DEVELOPMENT

- Guangdong Education Association for International Exchange — Foreign Affairs Administration Training (Apr. 2026): cross-cultural communication, market-oriented branding, and large language model and AI analytics for education internationalization.
- Guangdong Private Education Association — Brand Strategy & Admissions Innovation Training (May 2026): brand positioning and digital communication strategy, including audience segmentation, value proposition design, and multi-channel outreach.

MEDIA & CAMPUS EXPERIENCE

Student Media — Head of Photography Department Sep. 2020 – Sep. 2021

- Led a 10-member team producing visual coverage of campus events; co-organized an exhibition with 1,000+ participants and co-produced high-engagement editorial content (avg. 800+, peak 7,000 views). Certified Creative Photographer, Visual China Group (VCG), 2025.

English Innovation Class — Member Sep. 2019 – Sep. 2022

- Supported faculty research through literature collection and preparation of English-language materials; designed three full English newspaper layouts and produced digital content reaching 3,000+ views.

SKILLS & INTERESTS

- **Research methods & software:** semi-structured interviewing, reflexive thematic analysis, qualitative content analysis, survey/questionnaire design; SPSS, AMOS (structural equation modeling), Gephi (network analysis), Excel
- **Languages:** English (fluent), Mandarin (native), Cantonese (native)
- **Digital media creation:** Douyin (TikTok) creator — original AR filters with 8,380+ uses; top video reached 35.6K views.