

Spencer Yingying Jin

Global Communications | Overseas Brand Communications | Global Content Strategy

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Professional Profile

8 years of experience in international communication, overseas social media operations, and brand content projects. Long-term operator of official city-level overseas communication matrices across major global social platforms, with end-to-end capabilities in communication strategy, content planning, project execution, resource integration, and data review.

Experienced in city branding, cultural tourism branding, industry-focused global storytelling, and automotive brand social content. Previously worked as an Audi owner KOC for RedNote content collaborations, with hands-on understanding of automotive user insights, social seeding, lifestyle storytelling, and brand co-creation.

- 8M+ Overseas Audience Matrix:** Managed Hangzhoufeel with 6M+ followers and Hangzhou, China cultural tourism matrix with 2M+ followers.

- Global Branding & Cross-cultural Communication:** Participated in city branding, cultural tourism campaigns, international events, and Zhejiang enterprises going-global documentary projects.

- Resource Integration:** Built accessible collaboration networks across overseas platforms, media partners, KOLs/KOCs, expat communities, cultural tourism brands, international guests, and content creators.

Work Experience

Jan 2018 – Present

City Express / Hangzhou International Communication Center

International Communications Editor / Bilingual Journalist / Multimedia Content Strategist

- Brand Communication Management:** Managed overseas communication matrices including Hangzhoufeel and Hangzhou, China across Facebook, Instagram, X, and YouTube, covering city branding, cultural tourism, international events, and industry-related projects.

- Campaign Strategy & Execution:** Developed communication plans, bilingual scripts, interview outlines, short-form video content, and social media distribution plans for key projects including the Hangzhou Asian Games, cultural tourism campaigns, and overseas events.

- Global Branding & Industry Storytelling:** Planned and produced content for the In Hangzhou video series and Zhejiang enterprises going-global documentaries, turning city resources and enterprise stories into visual content for overseas audiences.

- Cross-functional Project Management:** Coordinated with government departments, brand partners, agencies, production teams, overseas platforms, KOLs/KOCs, and international guests to ensure smooth project delivery.

- Resource Coordination & Partnership Management:** Built and maintained collaboration networks with media partners, overseas platforms, KOLs/KOCs, expat communities, cultural institutions, tourism brands, and content creators.

- UGC / KOC Content Planning & Distribution:**Planned UGC and KOC collaborations targeting overseas audiences, travel creators, expats, and city experience creators to improve engagement and brand affinity.
- Automotive Brand KOC & User Content Experience:** Participated in RedNote content collaborations as an Audi owner KOC, creating lifestyle and owner-experience content around premium performance cars.
- Data Review & Communication Optimization:** Used OneSight, Meltwater, and platform analytic dashboards to review views, engagement, follower growth, content performance, and audience feedback.

Selected Projects

Hangzhoufeel I Overseas City Branding Matrix Managed content planning, platform operations, campaign communication, and data review for a 6M+ follower overseas communication matrix.

Hangzhou, China I Overseas Cultural Tourism Marketing Managed content operations for a 2M+ follower cultural tourism matrix, covering topic planning, short-form videos, platform distribution, and performance review.

Hangzhou Asian Games Overseas Media Matrix Core team member in building the overseas media matrix from scratch, supporting on-site interviews, short-form video editing, real-time publishing, and platform communication.

Zhejiang Enterprises Going Global Documentary Produced English interviews, bilingual scripts, character stories, and overseas social content around Zhejiang enterprises' global expansion.

Audi Brand KOC I Automotive Social Content Created RedNote content as an Audi owner KOC, focusing on premium performance cars, owner lifestyle, product experience, and brand tone.

AI Interactive Product / H5 Content Experience Used ChatGPT, Codex, and Figma to support interactive H5 content planning, interaction design, and front-end implementation.

Accessible Resources & Collaboration Network

International Communication & Media Resources: Collaboration contacts with provincial and municipal international communication media, city publicity accounts, cultural tourism platforms, and related content teams.

Overseas Social Media & Service Providers: Operational experience across Facebook, Instagram, X, and YouTube, with project communication experience with OneSight, Meltwater, and Publer.

KOL / KOC & Expat Creator Resources: Connections with overseas travel creators, expat creators in China, international students, expat communities, and city experience KOCs.

City Branding & Cultural Tourism Resources: Collaboration resources across government departments, cultural tourism organizations, brand partners, event teams, and content production teams.

Skills

Brand Communication: PR communication planning | Overseas social media operations | Integrated marketing communication | Brand content planning | Project execution | Resource integration

Content Production: Chinese-English writing and editing | Bilingual scripts | Video shooting and editing | Interviews | Short-form video planning | UGC/KOC content co-creation

Data & Tools: OneSight | Meltwater | Publer | Figma | ChatGPT | Codex | Final Cut Pro | CapCut | Microsoft Office

Languages: Chinese: Native | English: TEM-8, working proficiency | Korean: Intermediate

Awards

First Prize, Hangzhou Journalism Awards (2019)

Second Prize, Hangzhou Journalism Awards (2020, 2025)

First Prize, Hangzhou Annual Innovative Major Theme Reporting – International Communication (2023)

Second Prize, Beautiful Zhejiang International Short Video Competition (2022)

Excellent Planning Award, My China Story Short Video Competition (2021) Third Prize, Zhejiang Golden Dove Award for International Communication (2020)

Education

Zhejiang Normal University | B.A. in English Education | Sep 2014 – Jun 2018