

Roxie (Yunxi) Wang

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EDUCATIONAL BACKGROUND

University of Southern California
MA in Public Relations & Advertising

Los Angeles, CA
08/2025-05/2027

Emerson College
BA in Media Arts Production

Boston, MA
08/2022-12/2024

PRACTICAL EXPERIENCE

Warner Bros. Discovery

Beijing, China

Intern, Franchise Development Team

06/2024-08/2024

- Contributed to marketing strategy development for the *Islands* documentary and *Exploring Unknown* series, applying integrated communication tactics across TikTok, RedNote, Weibo, and Kuaishou.
- Supported the Discovery x Fuga Farm campaign: coordinated offline activations such as the sports festival and charity markets, and secured brand/partner participation through outreach and event pitching.
- Created and promoted a short film challenge focused on inclusive storytelling, developing event frameworks and cross-regional engagement strategies across APAC.
- Coordinated premiere event logistics and offline screening sessions for documentary releases, contributing to event planning and execution for film festivals and promotional tours.

“Smoke and Yellow Earth” Film Crew

Boston, MA

Producer

03/2024-04/2024

- Produced a graduate thesis film at Emerson College, overseeing pre-production and collaborating closely with the creative team.
- Led pre-production efforts, including assembling the crew, recruiting team members, creating posters, securing film permit, managing and allocating budgets, and renting equipment.
- Collaborated with director and DP to integrate artistic techniques into production.

CCTV-2, Business Channel of China Media Group (CMG, previously known as CCTV)

Beijing, China

Intern

12/2023

- Mastered SOBEY news production software and contributed to editing daily finance segments.
- Coordinated with anchors and crew to ensure timely delivery of broadcast content.

Boston International Student Dating Show

Boston, MA

Executive Director & Program Planner

09/2023-11/2023

- Co-founded *Boboland*, a healthy dating platform for international students, and led the creative vision and execution of the entire production.
- Designed a 30-minute guest interview format; collected and organized participant materials for both final episodes and behind-the-scenes content.
- Directed the filming of guest VCRs and scripted personalized introduction videos to highlight individual styles and personalities.
- Oversaw production logistics including location scouting, storyboard development, and on-site directing.
- Created a unique live-action murder mystery segment, blending Otome game elements with immersive storytelling for the third episode.
- Managed a 50+ person cross-functional crew; successfully delivered 3 full episodes on time, receiving strong positive feedback from viewers.

TECHNICAL SKILLS

- **Software:** Final Cut, Adobe Premiere, Adobe After Effects, ProTools, Microsoft Office Suite
- **Production:** Producing, Directing, Storyboarding, Video Editing, Sound Design
- **Languages:** Chinese (Native), English (Proficient), Korean (Basic)