

Chu Zhicheng (Kenneth)

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[LinkedIn](#) | [Portfolio](#)

JOB OBJECTIVE

Armed with a strong self-taught background in 3D animation and rich experience in video editing and directing, I aim to contribute my advanced copywriting, content planning, and social media strategy skills to a dynamic team. My educational background, coupled with ongoing studies in Digital Culture and Communication, enhances my content creation and storytelling abilities. Known for a positive demeanor, high work enthusiasm, and effective collaborative skills, I seek a role where I can apply my bilingual communication and multimedia editing expertise to drive engagement and growth.

EDUCATION

MA in Digital Culture and Communication | **The University of Sheffield** **09.2024 – 12.2025 (Expected)**
Bachelor of Fine Arts in Broadcasting and Hosting Art | **Guizhou Normal University** **09.2018 – 07.2022**

SKILLS

- **Languages:** English (Fluence), Mandarin (Native)
- **Audio Editing and 3D Animation:** Adobe Audition, Blender, Mine-imator
- **Multimedia Editing:** Photoshop (Specialist), Illustrator, Lightroom, MS Office
- **Video Editing Tools:** Premiere Pro (Specialist), After Effects (Specialist), Final Cut Pro, CapCut

WORK EXPERIENCES

Video Post-Production Specialist | **NetEase Games, Inc.** **07.2022 – 06.2024**

- Drove the creation of engaging video content for TikTok's official game account and managed overseas social media strategies in line with marketing objectives. Led the content planning, production, and post-production, achieving **80M+** total views.
- Contributed to high-profile projects such as Minecraft, Onmyoji, NetEase BUFF, and NetEase Master. Excelled in partnership collaborations by aligning with stakeholders' visions to produce at least **10 tailored promotional campaigns**.

PROJECT EXPERIENCES

Project Leader, Social Media Operations of Minecraft Influencers | **NetEase Games, Inc.** **10.2022 – 02.2024**

- Integrated the game development with North American social media strategies, successfully launching and managing the TikTok and YouTube presence of influencer "Mr.Ender" Directed all aspects of account content production, including content strategy, 3D animation creation, and Discord fan community engagement.
- **Key Achievements:** Elevated the game product's profile to attract **80K fans, accumulate 20 M+ + views**, and achieve a record single video viewership of **10M+**.
- Led a team in the social media marketing and promotional campaign for the 2023 Minecraft Lunar New Year DLC "Monsters Attack: Year," achieving **100K+ clicks and downloads** and expanding the community by **500+ members**.

Project Leader, official TikTok of NetEase BUFF | **NetEase Games, Inc.** **11.2021 – 10.2022**

- Directed the creative content production for the NetEase BUFF official TikTok account, achieving a peak viewership of **over 5 M** on a single video.
- Successfully launched and cultivated the TikTok KOL account "Report Back-stabber" from 0 to 1, performing scriptwriting, content filming, post-production editing, and strategic account management independently.
- **Key Achievements:** The account boasts **50K+ followers, 60M+ cumulative views**, the highest **single video view count of 13M+**, and several videos surpassing the million views milestone.
- Collaborated with the overseas version of NetEase BUFF, "BUFF Market," to generate **over 20** targeted marketing contents, effectively enhancing brand visibility and user engagement.

Video Post-Production Intern, Official TikTok of Onmyoji | **NetEase Games, Inc.** **07.2021 – 09.2022**

- Led the post-production efforts for the channel, devised content strategies, and curated topics for video projects.
- **Key Achievements:** Contributed to the creation of **200+ pieces** of content, including **20+ popular videos**, with cumulative views of **20M+**. Achieved a record of **10M+ views** and **700K+ likes** on a single video (Created independently). Grew the fanbase by over **50K+ followers** in less than a year (12.2021-09.2022).