

San ZHANG

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Dedicated educator with a passion for communications and new media. Seeking to research language acquisition methods and learning experience enhancement through innovative teaching.

EDUCATION

University of Cambridge, MEd in Communication

2022 – Present

Cambridge Philosophical Society Scholarship, Barclays AI Research Grant

Modules include: Multimodal Communication in Education, Media Criticism Research, Creative Culture Industry and Market, Communication and Educational Leadership.

Thesis: *Investigating the Influence of Intercultural Communication Competence on Classroom Inclusion and Cultural Understanding.*

Peking University (PKU), BA in Media Studies

2017 –2021

GPA: 4.3/5.0, 1st Class University Scholarship, Outstanding Graduate

Modules include: Introduction to Media Theory and Analysis, Media Production and Digital Storytelling, Media and Society, Global Media and Communication, Media and Visual Culture.

Thesis: Media Convergence and Audience Engagement: An Analysis of Cross-platform Strategies in Secondary Education.

RESEARCH EXPERIENCE (Selection)

Project: Integrating Virtual Reality in Online Language Teaching for Secondary Education

May 2022 – Present

University of Cambridge, Co-Investigator

- Explored the use of virtual reality (VR) technology to enhance language learning experiences.
- Developed immersive VR environments for language practice and cultural immersion.
- Conducted surveys and interviews to evaluate the effectiveness of VR in improving language skills and intercultural understanding.

Workshop: Innovative Teaching Strategies for Multimodal Communication Jan – May 2022

Peking University, Research Assistant

- Facilitated a workshop for educators on incorporating multimodal communication techniques in the classroom.
- Demonstrated the use of multimedia elements, such as visuals, audio, and gestures, to enhance learning experiences.
- Provided hands-on activities and practical tips for educators to implement multimodal approaches in their teaching.

Project: The Effect of Social Media on Youth Political Engagement in Urban China

Apr 2020 – Mar 2021

Beijing, China

- Conducted a multi-modal analysis on demographic and social media usage data to understand how young people in China consume and discuss political issues online.
- Interviewed university students to learn how social platforms influence their views and likelihood to participate in civic activities.

PROFESSIONAL EXPERIENCES

EduConnect Scotland, Web Media Consultant
Edinburgh, UK (Remote)**Oct 2021 – Jun 2022**

- Created video and graphic assets for promotion and to illustrate curriculum content.
- Trained teachers and administrators on website usage and content updating.
- Integrated social sharing features and analytics to track engagement and monitored student progress. Provided feedback accordingly.
- Evaluated effectiveness of remote teaching tools through student and teacher surveys.

Yiersan Private School, English Teaching Assistant
Guangzhou, China**Oct 2021 – Jun 2022**

- Taught English to middle school students using interactive and experiential learning methods.
- Developed and led extracurricular activities incorporating language skills and cultural exposure.
- Facilitated virtual exchange activities and cross-cultural projects to enhance engagement and intercultural competence.

Siwuliu Media Agency, Social Media Intern
Beijing, China (Remote)**May 2020 – Feb 2021**

- Assisted in content creation and community management for major brand clients across multiple platforms.
- Conducted competitor analyses and generated strategy reports on emerging social trends.

PUBLICATIONS

Zhang, S., Li, S., & Wang, W. (2022). Enhancing Language Acquisition through Virtual Reality: A Study on the Use of Immersive Technologies in Online Language Education. *British Journal of Educational Technology*.

- **Method:** The study randomly assigned 60 secondary student testers with no prior experience to learn Chinese, French or Spanish using 4 weeks of online language lessons with full, partial and without VR assistance, assessing gains through pre- and post-tests.
- **Result:** Students using more VR assistance saw significantly greater vocabulary, grammar and cultural gains, and reported higher engagement and practical application.

Li, S., **Zhang, S.,** & Wang, W. (2021). Fostering Intercultural Competence through Multimodal Communication Activities. *International Journal of Intercultural Relations*. Volume 2(15), <https://doi.org/10.xxxx/123123>

- **Method:** A workshop was created to train 30 teachers on incorporating multimodal tools, measuring understanding and self-efficacy via pre- and post-questionnaires and lesson observations.
- **Result:** Data showed increases in teacher intercultural understanding and applying multimodal methods, with students reporting higher engagement and cultural associations through integrated learning.

LEADERSHIP & POSITIONS OF RESPONSIBILITY

Deputy director, Outreach Department of the PKU Student Union

2018 – 2020

Beijing, China

- Represented the PKU Student Union at regional student leader conferences, sharing best practices around community service and social innovation
- Assisted in planning and coordinating outreach and volunteering events attended by over 500 PKU students annually
- Identified sponsorship opportunities and maintained relation with existing grants patrons.

Volunteer, China Young Volunteers Association

2019 – 2020

Beijing, China

- Volunteered over 300 hours tutoring underprivileged youth and assisting non-profit organisations focused on education access
- Led a team of 10 volunteers in carrying out campus awareness campaigns around environmental sustainability and civic engagement

TECHNICAL SKILLS

Multimedia Production: Proficient in Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro), Canva, Video editing, Basic web design, Social media management.

Data Analysis: Microsoft Excel, SPSS & conducting online surveys and analysing social media metrics.

Collaboration Tools: Experienced using Google Workspace, Miro, Padlet, Zoom and other online collaboration and project management platforms.

Communication: Confident public speaker and team player, experienced in presenting academically.

AWARDS AND HONOURS

2nd Prize, National College Students' Competition in Communication Innovation

2021

Bronze Medal, PKU "Idea to Impact" Business Plan Competition

2020

2nd Place, Peking University's Media Knowledge Challenge

2019

Top Finalist, National Bridge Competition for Foreign Secondary Students

2018

ACHIEVEMENTS & INTERESTS

- Elected as international student ambassador of PKU (2020-2021), organised multicultural events attended by over 300 students.
- Avid swimmer, participant of the 2015 Beijing Youth Swimming Competition.
- Aspiring adept of French and Korean languages. Self-taught basis, achieved A2 level proficiency in French and beginner level in Korean.

CURRENT READING LIST

- Pedagogical Practices for Integrating Technology in Language Teaching (Cambridge University Press, 2022)
- Intercultural Communicative Competence in Higher Education (Routledge, 2021)
- The Palgrave Handbook of Media and Communication Research Methods (Palgrave Macmillan, 2019)
- Media Literacy and Cultural Studies in the ESL/ELL Classroom (Rowman & Littlefield, 2018)

REFERENCES

AVAILABLE UPON REQUEST