**Ke Wang**

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| Oklahoma State University｜Department of Sociology401 Social Sciences & Humanities, Stillwater, OK 74078Email: kewang@okstate.edu |
| **Education**  |
| **Oklahoma State University** | *Stillwater, US* |
| Ph.D. in Sociology (in progress) | 08/2024-Now |
| **University of Leeds** | *Leeds, UK* |
| **Major**: Society, Culture and Media (MA); **Pass with Merit****Core Courses:** Sociology of Media and Culture; Approaches and Methods for Media and Culture; Researching Inequality in the Media. | 09/2021-11/2022 |
| **University of Hong Kong (Summer School)** | *Hong Kong* |
| **Major**: New Media and Social Media; **GPA**: 3.7/4.0 | 06/2021-07/2021 |
| **Xi’an International Studies University****Major**: Broadcasting and Hosting (BA)**; GPA**: 3.23/4.0**Selected Core courses:** Communication; Internet and New Media; Journalism.  | *Xi’an, China*09/2017-07/2021 |
| **Areas of Interests**  |
| Gender and sexuality; social inequalities; social psychology |
| **Research Experience**  |
| **Master’s Thesis:** How is post-feminism reflected in the female empowerment advertisements released by local Chinese brands *(Distinction)*  | 03/2022-08/2022Prof. Claudia Radiven |
| * Combining social semiotics and feminist critical discourse analysis, I analyzed the post-feminist symbols and discourses in female empowerment advertisements published by local Chinese brands;
* Through in-depth analysis, the results show that while these advertisements retain common elements of post-feminism, they exhibit ambivalence and complexity when situated in Chinese social contexts and social values.
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| **Group Research Project:** Self-branding on social media Group size: 6; Responsibility: Literature Review and Presentation | 06/2021-07/2021Prof. Dixon Wong |
| * Conducted literature review on social media branding and marketing;
* Summarized the definition, problems, creation process of self-branding;
* I analyzed the branding strategies and the interaction of post-feminism and individualism in the context of female micro-celebrities’ practice of combining professional and domestic responsibilities; critically analyzed the relationship between this type of entrepreneurial femininity and gender equality.
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| **Bachelor’s Thesis:** Explore Chinese rural revitalization from perspective of rural entrepreneurship in digital era  | 09/2020-06/2021Prof. Peng Li  |
| * Used film as a tool to record and explore rural entrepreneurship in a village in Jiangxi Province;
* Conducted semi-structured interviews to explore the innovations and challenges of farmer entrepreneurs;
* Analyzed whether and in what extent the governmental policy on development of digital technology has brought convenience and business opportunities to rural China.
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| **Teaching Experience**  |
| Graduate Teaching Assistant, Oklahoma State University | 2024 Fall |
| * Introduction to Criminal Justice; Dr. Patricia Griffin
* Introduction To Sociology; Dr. Martha Sibley
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| **Work Experience**  |
| ***Social media content designer*, Zuoyebang Edu. Tech (Beijing) Co. Ltd**  | 10/2022-02/2023 |
| * Responsible for operating the company's official Douyin account;
* Devised and implemented strategies for popular short video production and performed daily analytics on account data to refine content strategies;
* Gained familiarity with the reward mechanism and supervision system of the Douyin platform;
* Cultivated an acute understanding of current internet trends, leading to the successful production of some videos with more than one million views.
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| ***Reporter*, Media Center of Shaanxi Province (China)** | 06/2019-09/2019 |
| * Responsible for interview and production for Daily News Program;
* Designed various interviews with over 40 interviewees with different backgrounds and topics.
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| ***Vlogger*, Watermelon video** | 05/2020-now |
| * Started my own channel and updated short videos about homemade delicious food during pandemic lockdown period;
* Attracted more than two thousand subscribers and two million views in one month as a daily-updated vlogger;
* Improved ability of social media account operation.
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| **Extracurricular Activities**  |
| ***Host*, Art Lab of XISU** | 11/2017-06/2020 |
| * Host of Media Art Festival of XISU;
* Host of Athletics Competition Opening Ceremony of XISU;
* Host of 2019 College Student Graduation Ceremony;
* Host of 2019 The Girls’ Day of XISU.
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| ***Weibo Operations Manager*, Young Studio of XISU** | 10/2018-12/2020 |
| * Designed posters and filmed promotional videos;
* Interacted with subscribers and updated daily posts.
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| **Skills**  |
| ***Professional ability:*** SPSS; Adobe Premiere Pro; Adobe After Effects; Final Cut;***Language:*** English and Chinese;***Hobby:*** Top amateur Piano Level 10; Ballet; Fitness.  |