**Ke Wang**

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| Oklahoma State University｜Department of Sociology  401 Social Sciences & Humanities, Stillwater, OK 74078  Email: 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)* | 03/2022-08/2022  Prof. 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. | | | | | |
| **Group Research Project:** Self-branding on social media  Group size: 6; Responsibility: Literature Review and Presentation | | | 06/2021-07/2021  Prof. 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. | | | | | |
| **Bachelor’s Thesis:** Explore Chinese rural revitalization from perspective of rural entrepreneurship in digital era | | | 09/2020-06/2021  Prof. 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. | | | | | |
| **Teaching Experience** | | | | | |
| Graduate Teaching Assistant, Oklahoma State University | | 2024 Fall | | | |
| * Introduction to Criminal Justice; Dr. Patricia Griffin * Introduction To Sociology; Dr. Martha Sibley | | | | | |
| **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. | | | | | |
| ***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. | | | | | |
| ***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. | | | | | |
| **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. | | | | | |
| ***Weibo Operations Manager*, Young Studio of XISU** | | | | 10/2018-12/2020 | |
| * Designed posters and filmed promotional videos; * Interacted with subscribers and updated daily posts. | | | | | |
| **Skills** | | | | | |
| ***Professional ability:*** SPSS; Adobe Premiere Pro; Adobe After Effects; Final Cut;  ***Language:*** English and Chinese;  ***Hobby:*** Top amateur Piano Level 10; Ballet; Fitness. | | | | | |