

CHENGtian WANG

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EDUCATION

New York University

New York, NY

Bachelor's Degree in Music Business | Minor in Media, Culture, and Communication

May 2026

- GPA: 3.78/4.0 | *NYU Honor Scholar*
- Relevant Coursework: Marketing, Methods in Media Studies, Managing Creative Content Development, Entertainment & Media Industries, Management and Organizations, Business Statistics, Applied Data Analysis, International Business Marketplace

PROFESSIONAL EXPERIENCE

Degy Entertainment

New York, NY

Operations & Data Coordination Intern

Jan 2026 - Apr 2026

- Built an AI-assisted business development workflow using Codex, Apollo, Excel, and Power Automate, integrating prospect research, lead qualification, bulk outreach, and pipeline tracking to reach 400+ prospects monthly
- Drafted partnership proposals and deal terms, preparing contract and approval materials to support negotiations and decisions
- Managed delivery tracking for 20+ projects, monitoring milestones, requirements, and deliverables to ensure on-time execution

FYI Brand Group

New York, NY

Public Relations Intern

Jan 2025 - May 2025

- Created press releases, client one-sheets, and pitch decks for campaigns and interviews, supporting media outreach
- Coordinated 15+ media and interview opportunities, managing client calendars, press outreach, and campaign schedules
- Monitored 200+ media and social channels daily, tracking client coverage and industry trends to inform publicity planning

iQIYI

New York, NY

Global Marketing & Project Operations Intern

Nov 2024 - Feb 2025

- Supported global marketing for the U.S. East Coast division of *The Rap of China 2025* across social media, creator partnerships, and livestreams, generating approximately 200K views and impressions
- Coordinated China-based and North American teams across content, production, and on-site operations for 2 large-scale live events
- Managed 60+ North American creators and local partners, coordinating outreach, content, publishing timelines, and deliverables

Saizhui Culture Co., Ltd.

Guangdong, China

Founder & Marketing Operations Lead

May 2025 - Dec 2025

- Built creator positioning, content, and growth plans using insights from 100+ interviews and platform data
- Managed 120+ creator-brand partnerships, coordinating campaign content, publishing timelines, and deliverables
- Grew a key creator account from under 5K to 50K followers in 3 months by optimizing content and posting strategy

China Broadcasting Performing-Arts Troupe

Beijing, China

Management Assistant at China Film Symphony Orchestra

May 2024 - Jul 2024

- Supported the execution of 10+ large-scale live events at venues including the National Centre for the Performing Arts, Beijing Poly Theatre, Tsinghua University, and Peking University
- Coordinated personnel schedules, on-site operations, and logistics for a 90+ member team while supporting venue setup, technical requirements, and promotional materials

PROJECTS

NYU × Universal Music Group — Content Evaluation & Production Intensive

Nashville, TN | Jan 2026

- Evaluated 30+ creator candidates based on content quality, audience fit, and market potential to inform selection decisions
- Collaborated across a 200+ hour intensive, supporting creative development, production execution, and final delivery

SKILLS

Languages: Chinese Mandarin (native), English (fluent), French (conversational)

Tools: Microsoft 365, Google Workspace, Apollo, Muck Rack, RocketReach, FastMoss, Codex, Power Automate, GitHub, Vercel, Adobe Creative Cloud, Figma, CapCut

Professional Skills: AI agent applications, market research, lead qualification, workflow automation, web development and deployment, Vercel, data tracking and reporting, media monitoring, creator operations, content planning and production, video editing