

# Qiyun Zheng (Milla)

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PORTFOLIO: <https://zhengqiyun2017.wixsite.com/my-site-3>

## KEY ACHIEVEMENTS

- **Successful Content Campaign Leadership:** Led the concept development and execution of the *2023 Mashup of the Year* collaboration between TikTok and *People's Daily*, resulting in a highly successful campaign with 2.74 million likes, favorites, and reposts.
- **Audience Growth:** Managed the TikTok official account for *Chinese Poems*, growing its fan base by 300K, and launched a successful new column, *The Splendid Characters of the Great Tang Dynasty*, which is now pending release.
- **Documentary Film Production:** Directed the ethnographic documentary *A Sniff of Dirt and Earth*, conducting extensive research on the Yao ethnic group in Yunnan, building strong community relationships, and developing a multi-layered narrative that resonated with a wide audience.
- **Award-Winning Documentary:** Supervised the production of *La Niña*, which won *Best Educational Documentary* at the 2022 CICSEP China Dragon Awards, showcasing expertise in both creative direction and archival research.
- **Film Screening and Fundraising:** Organized a successful film screening of *Boy Erased* on campus, raising £250 for The Trevor Project while recruiting 12 new members for the Film Society.

## EDUCATION

### University College London

London, UK

Master of Arts; Ethnographic and Documentary Film (Practical) MA

Sept 2022 – Sept 2024

- **Core Modules:** Documentary and Ethnographic Film Practice / An Introduction to Social Theory/ Anthropology of Crimes
- **Final Major Project/Major Coursework:** *A Sniff of Dirt and Earth - Short Ethnographic Documentary*

### University of East Anglia

Norwich, UK

Bachelor of Arts; Film and Television Studies

Sept 2017 – April 2021

- **Core Modules:** Film and Television Production / Analysing Film / Documentary /Contemporary Screen Distribution and Exhibition
- **Final Major Project:** *The Twins (Short Horror Film, Director)* -- <https://shorturl.at/irtxL>

## MOST-RECENT FILMMAKING EXPERIENCE

### *A Sniff of Dirt and Earth - Short Ethnographic Documentary (39min)*

Yunnan, China

Director

May - Sept 2024

- Link to the film - [https://youtu.be/jaX\\_sEFcZ6Y](https://youtu.be/jaX_sEFcZ6Y)

#### Research & Fieldwork

- Conducted comprehensive anthropological research on the Yao ethnic group in Yunnan Province, focusing on their culture, traditions, and socio-economic challenges.
- Established communication with a local "gatekeeper" (a community leader) who provided valuable access to the Yao community, ensuring smooth interaction with the population.

#### Relationship building & Trust

- Built trust quickly with key protagonists within the community, fostering open communication and cooperation.
- Established a strong rapport, allowing for sensitive and respectful filming with a concept-driven approach.

#### Narrative Development

- Developed a multi-layered narrative structure that highlighted the protagonist's core obstacles, crafting a story that was both compelling and relatable to a wide audience.
- Emphasised universal themes and personal struggles, effectively bridging cultural specifics with broader human experiences.

## PROFESSIONAL EXPERIENCE

### Beijing ByteDance

Beijing, China

Visual Content Planner (Internship), Public Relations Department

Nov - Dec 2023

【2023 Mashup of the Year TikTok x People's Daily】

- Link to the mashup - <https://v.douyin.com/iF3x22WY/>

### Project Leadership & Execution

- Pitched and led the concept development for the 2023 *Mashup of the Year* collaboration between TikTok and *People's Daily*, managing a team of 5 throughout the project.
- Supervised the creative and production process, ensuring smooth execution and alignment with brand goals.
- The resulting mashup achieved significant success, garnering 2.74 million likes, favorites, and reposts, highlighting strong audience engagement and impact.

#### 【TikTok Official - Chinese Poems】

- Link to the account - <https://v.douyin.com/iMaqgER8/> 2@0.com :8pm

### Account Management & Content Strategy

- Managed the TikTok official account for *Chinese Poems*, overseeing content strategy, pitching ideas, and collaborating with TikTok influencers to enhance engagement.
- Supervised outsourced editing teams, provided feedback on content, and ensured alignment with the target audience's preferences and account aesthetics.
- Led content production, ensuring copyright clearance and troubleshooting underperforming videos by leveraging platform regulations and trends.
- Launched a new column, *The Splendid Characters of the Great Tang Dynasty*, benchmarked against successful past documentaries; the column is now pending release.
- Successfully grew the account's fan base by 300K during my tenure, driving increased visibility and audience engagement.

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### Beijing Tianhe Xiangyun Cultural Media

Beijing, China

*Meteorological Film and Television Project Director (Internship), Film and Television Department*

July 2022

- Supervised a team of 3 editors on *The Documentary of Wind and Cloud*, reworking episodes for CCTV's Meteorological Channel by creating new infographics, enhancing audio, and updating credits.
- Supervised the production of documentary *La Niña*, which went on to win *Best Educational Documentary* at the 2022 CICSEP China Dragon Awards.

## CAMPUS EXPERIENCE

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### Film Screening of *Boy Erased* (2018)

Norwich, UK

*Marketing and Advertising Director*

Dec 2019 – Jan 2020

- Led a team of 5 to organize the screening, manage ticketing, and promote the event on social media and campus platforms.
- Attracted more than 50 attendees and recruited 12 new members for the Film Society. Raised £250, donated to The Trevor Project.

## PORTFOLIO EXPERIENCE

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### *Birthday (Documentary)* - Director / Cinematographer - 2021 - Link to Film: <https://shorturl.at/cdqHS>

- Communicated with documentary subjects, addressing obstacles such as nervousness by facilitating a way to capture their stories in a comfortable and straightforward way, acting flexibly as needed to still achieve narrative clarity
- Responsible for pre-production mise-en-scène coordination, receiving consent and agreement with local market stores to film, and successfully addressing any privacy concerns

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### *The Twins (Short Horror Film)* - Director / Cinematographer - 2020 - Link to Film: <https://shorturl.at/irtxL>

- Directed non-professional actors, providing guidance to improve performances. Managed camera assistants and coordinated shots based on the storyboard. Adapted quickly when a performer was unavailable, stepping in to ensure production continued smoothly.

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### *The Lady in Grey (Mockumentary)* - Assistant Director / Presenter / Editor - 2018

- Assisted in pitching, researching, and adapting a local folk tale into a mockumentary; led the production team on location scouting and equipment planning; coordinated editing to create a well-received B-film narrative that earned high praise and an excellent grade of 72.

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## SKILLS & INTERESTS

**Languages:** Fluent in English, Native in Mandarin

**Technical Skills:** Final Cut Pro / Adobe Premiere / Microsoft Office (Word, Excel, PowerPoint).