

JANELLE CHEN

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PROFILE

- Cross-media creative strategist working across digital entertainment, music, gaming, and original character development.
- Conducts audience research across Asian and North American markets through qualitative review, social listening, platform data, and category analysis.
- Uses audience behaviour and cultural patterns to shape positioning, narrative direction, and content decisions.
- Presents ideas across teams and carries projects from research into execution. Independent work has generated **40M+** views and a **100K+** followers.

CORE SKILLS

Qualitative & Cross-Cultural Research | Quantitative Audience Analysis | Social Listening & Trend Analysis | Audience Segmentation | Market Analysis | Insight Synthesis | Creative Strategy | Brand Storytelling | Strategic Presentations | Cross-Functional Collaboration

EXPERIENCE

Independent Content Creator | Audience & Growth Strategy | Remote **2020-2021; 2024-Present**

- Built separate content strategies for each platform: nostalgia-led performance content for a largely male millennial audience on TikTok; musical-theatre, cartoon, and animation content for younger female audiences on Xiaohongshu; and long-form story-led videos for Bilibili.
- Identified the **Zootopia** trend early and adapted it to a story-led performance format, generating **40M+** TikTok views, **300K+** Xiaohongshu views, a **100K+** followers, and approximately **100K** average views on earlier Bilibili releases.
- Designed the audience journey for a wellness learning community, moving followers from promotional events and free groups into paid services. Reworked a premium single-price offer into tiered entry and advanced programs, increasing entry-cohort participation **four-to-eightfold**, supporting follow-on cohorts of **20-30** participants, and coordinating **10+** groups concurrently during peak cycles.

Creative Marketing & Content Intern | Small World Music | Toronto, ON **Feb-Jul 2025**

- Developed audience-informed content direction for Toronto concertgoers and culturally diverse artists; researched artist histories and cultural context to maintain a warm, collaborative, and multicultural brand voice.
- Presented and refined story-led concepts with artists, marketing staff, and creative contributors, translating feedback into public-facing content and video production.

Artist Marketing & Coordination Intern | Huayi Brothers Media Group | Beijing, China **Jun-Aug 2023**

- Coordinated schedules and day-of logistics for artists and their managers, confirming timelines, locations, arrival times, and attendance; met artists on site and reported status updates to the marketing team.
- Checked song copyright details, titles, file names, and supporting artist documentation before internal submission.

SELECTED STRATEGY & RESEARCH PROJECTS

Original Character Development | *Cross-Market Audience Research*

- Analyzed **200** character-focused Instagram and Xiaohongshu accounts by follower scale, reviewing character design, narrative depth, audience profile, engagement, merchandising, and cultural symbolism.
- Across the sampled accounts, identified stronger visual-first and companion-driven appeal in East Asian markets compared with greater emphasis on narrative continuity in the U.S.; documented the findings and applied them to the positioning and development of an original character concept.

Sky: Children of the Light | *Player-Led Narrative Research Project*

- Conducted qualitative community research with approximately **30** participants, analyzing emotional motivations, social behaviour, and responses to world-building.
- Translated the findings into a player-led narrative concept and presentation deck; the resulting videos averaged approximately **100K** views.

EDUCATION

OCAD University - BFA (Honours), Integrated Media

Toronto, ON | 2020-2025

TOOLS & LANGUAGES

Strategy & Research: PowerPoint, Excel, Word, Google Workspace, Platform Analytics, Canva

Creative: Premiere Pro, After Effects, Photoshop, Illustrator, Audition, DaVinci Resolve, CapCut, Procreate

Languages: English - Advanced | Mandarin - Native