

KAIYU LIU

Content and Community Operations

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Portfolio: liuworks.cn

Psychology undergraduate with experience in editorial production, psychology content for Xiaohongshu and AI-assisted workflow projects.

EDUCATION

Lingnan University, Hong Kong | Psychology undergraduate

Expected completion: May 2027; expected degree award: July 2027

CONTENT EXPERIENCE

Psychology content practice | Xiaohongshu | 2026

- Held informal face-to-face conversations, listened to everyday concerns, offered support and helped people clarify and reflect on their difficulties.
- Used psychology references and AI-assisted drafts to develop scripts and illustrated posts for Xiaohongshu; refined the wording into clear, conversational language.
- Recorded and re-recorded commentary on job-search setbacks and self-evaluation; developed illustrated content on the focusing illusion using a car-ownership example.

Xiamen Radio and Television Station | New Media Operations Intern

June-July 2024

- Produced nearly 20 illustrated posts, from trend research and topic selection through writing, formatting and publication.

LANOVA and REPUCYCLE | Personal content project | 2026

- Compared references and AI-generated visuals for desk-and-chair content aimed at Hong Kong renters; helped define ten review criteria.
- Reviewed complete image-and-copy sets, identified repetitive layouts, checked product claims and turned feedback into specific revisions.

PROJECT AND CUSTOMER EXPERIENCE

Feishu meeting-to-task workflow | Deployed pilot | 2026

- Defined requirements and tested an AI-assisted pilot; created a 22-slide supervisor training deck and delivered demonstrations and Q&A.
- Collected feedback and revised operating instructions; 23 tasks were dispatched during training.

Trade shows and customer communication | 2024-2026

- Supported exhibition materials, cross-border logistics, customer reception and follow-up records in mainland China, Hong Kong, South Korea and Japan.

ERP data preparation and analysis | 2026

- Organised ERP exports, standardised fields and checked records; prepared Excel analysis and management presentations.

SKILLS

Content planning, platform-specific copy, fact-checking and visual review; Excel; PowerPoint; Feishu; ChatGPT, Codex and DeepSeek for AI-assisted work.

English: IELTS 6; experience with English presentations, business emails and cross-cultural communication.

SELECTED WRITING

Psychology commentary and Feishu workflow case study. Writing samples available on request.