

WENWEI JIANG (WINNIE)

winnj.official@gmail.com | 61-421858378 | Glen Waverley, Melbourne
www.winniejiang-aqy.com

SUMMARY

Detail-oriented and dynamic music artist and producer with five years of experience in music production, supervision, and recording techniques. Adept at overseeing the entire production process with a keen sense of market trends and commercial appeal. Skilled in coordinating and liaising with artists, ensuring seamless workflow and high-quality output. Strong organizational and communication abilities, with a proven track record of managing confidential projects with discretion and professionalism.

WORK EXPERIENCE

Music Producer and Artist, **Shanghai Zaoyue Culture & Media Co., Ltd.** **Jul 2023 - Present**

- Spearheaded full-cycle album production, including composing, lyric writing, arranging, recording, producing, and overseeing the entire creative process.
- Managed and optimized operations across multiple streaming platforms to enhance visibility and drive audience engagement.
- Collaborated and negotiated with various companies including SONY, labels, and artists, facilitating successful partnerships and cross-project coordination.
- Designed and contributed to the conceptual development and launch of multiple music albums, ensuring alignment with artistic vision and market appeal.

Performance and Recording Artist, **Shandong Jiangxin Culture & Media Co., Ltd.** **Jul 2020 - Jul 2023**

- Built and managed a personal social media brand, leveraging Douyin (Chinese Tiktok) traffic to develop and scale content, producing multiple viral short videos. Boosted followers from 2,000 to over 1 million across platforms, driving over 3 billion plays on NetEase Cloud Music and earning 9 million+ likes on Douyin.
- Recorded, produced, and performed singles and albums using advanced recording equipment, hardware, DAWs, and plugins. Collaborated with other artists on featured performances and cross-project releases.
- Designed, illustrated, and delivered album covers, banners, and promotional posters for both personal projects and other artists' tours, applying expertise in digital art and visual storytelling to enhance marketing impact and audience engagement.

Performance and Recording Artist, **Beijing Dianyinshenshi Culture Communication Co., Ltd.** **April 2020 - Jul 2020**

- Co-produced, recorded, and performed multiple viral singles, including the hit track “是想你的声音啊”, achieving over 15 million daily streams, topping NetEase Cloud Music's Hot Songs Ranking, amassing 144,000+ comments, and driving 2 billion+ Douyin (Chinese Tiktok) topic views.

- Redefined personal brand from independent cover artist to signed recording artist, securing commercial deals and accelerating business growth through strategic industry positioning and network expansion.
- Successfully navigated a high-stakes contractual dispute over a collaborative single, engaging legal counsel, overseeing case strategy, and securing a favorable court ruling, reinforcing professional credibility and safeguarding creative rights.

EDUCATION

Bachelor of Art, Music Industry, RMIT University2025

The Royal Melbourne Institute of Technology

- Major in Music Industry.

TECHNICAL SKILLS

- Proficiently operate diverse Digital Audio Workstations (DAWs), including but not limited to **Logic Pro X**, **Ableton Live**, and **Cubase**.
- Expertly utilize a wide range of mixing plugins, applying advanced audio engineering techniques to achieve professional sound quality.
- Independently produce multiple original beats and demonstrate extensive music arrangement capabilities across various genres.
- Execute high-quality recordings with comprehensive experience in both studio and field environments.
- Deliver confident, engaging live performances backed by extensive stage experience.
- Mastered 16 years of **classical piano** performance, alongside proficiency in multiple instruments, including **electric guitar**, **acoustic guitar**, and the **traditional Chinese guqin**.
- Skilled in digital illustration, leveraging software such as **Procreate**, **Adobe Illustrator**, and **Adobe Photoshop**, with a strong foundation in visual art and a portfolio of original works.
- Operate digital cameras with expertise, craft creative visual compositions, and edit photos and videos using **Adobe Photoshop**, **Adobe Lightroom**, and **DaVinci Resolve**.
- Create and animate with foundational experience in motion graphics software, including **Adobe After Effects** and **Adobe Premiere Pro**.
- Efficiently manage documents, data, and presentations with advanced proficiency in the **Microsoft Office** suite.
- Fluent in **Mandarin**, **Cantonese** and **English**.

ESSENTIAL SKILLS

- Creative Problem-Solving
 - Resilience
 - Continuous Improvement
- Troubleshooting
 - Innovative Thinking
 - Multimedia Communication

CORE QUALITIES

- Passionate
 - Perseverance
- Goal-oriented
 - Determination