

# CHENGtian WANG

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## EDUCATION

### New York University

B.M. in Music Business | Digital Media

New York, NY

May 2026

• GPA: 3.78/4.0 | *NYU Honor Scholar*

• Coursework: Marketing, Financial Accounting, Financial Statistics, Data Analysis in the Music Industry, Music Publishing, Concert Management, Entertainment Law

## WORK EXPERIENCES

### Degy Entertainment

New York, NY

*Operations & Data Coordination Intern*

Jan 2026 - April 2026

- Built an automated outreach workflow using Apollo, Excel, and Microsoft Power Automate to reach 400+ prospects/month and manage pipeline tracking
- Drafted deal outlines and booking terms, supporting contract structuring and approvals
- Maintained tracking sheets for 20+ events, coordinating timelines, technical riders, and deliverables between clients and artists

### FYI Brand Group

New York, NY

*Public Relations Intern*

Jan 2025 - May 2025

- Tracked 15+ publicity offers and maintained client calendars to support publicity campaign scheduling and press strategy execution
- Prepared press materials and pitch decks (press releases, one-sheets, pitch slides, etc.) and compiled media and social clippings for artist announcements and interviews
- Monitored 200+ media outlets daily, reporting media coverage and tracking client mentions and industry trends
- Utilized Muck Rack, Rocket Reach, and Photoshop to streamline media outreach and content development

### iQIYI

New York, NY

*Marketing & Execution Intern*

Nov 2024 - Feb 2025

- Executed marketing strategies including advertisement, promotions, public relations, and graphics for iQIYI's *The Rap of China 2025 Competition*, driving engagement with over 2M streams
- Led on-site operation for 2 large live events—managed rundowns, solved real-time issues, and coordinated across teams
- Partnered with 60+ artists and influencers to boost audience engagement

### Saizhui Culture Co., Ltd.

Guangdong, China

*Founder*

May 2025 - Dec 2025

- Coordinated music releases for independent artists, and promotional assets for streaming and social platforms
- Managed company operations, including compliance, tax filings, and creator contracts
- Built a planning tool informed by 100+ industry interviews and platform data to guide booking and promotion decisions
- Facilitated 120+ brand partnerships and sponsorship placements for artists, coordinating communication and deliverables between creators and advertisers
- Increased a representative client's audience from under 5K to 50K+ in 3 months through coordinated release campaigns

### China Broadcasting Performing-Arts Troupe

Beijing, China

*Management Assistant at China Film Symphony Orchestra*

May 2024 - Jul 2024

- Collaboratively managed over 10 performances at major venues, including *National Grand Theater*, *Beijing Poly Theater*, *Tsinghua and Peking University*
- Managed personnel and logistics for a 90+ member symphony orchestra
- Oversaw stage design and setup, integrating microphones, mixing consoles, and master output for optimal sound
- Produced and distributed 20+ promotional assets (posters, social media) to engage thousands of attendees

## PROJECTS

### NYU × Universal Music Group — A&R & Production Intensive

Nashville, TN | Jan 2026

- Evaluated 30+ artist candidates in development sessions, assessing song structure, topline strength, and market fit for A&R selection
- Participated in 200+ hours of recording sessions with Grammy-winning producers, directly involved in pre-production, tracking, overdubs, mixing, and mastering

## TECHNICAL SKILLS

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

Musical Skills: Cello, Piano, Music Composition (Logic Pro), Recording Technology

Industry Databases & Tools: MLC, SoundExchange, ASCAP, BMI, FastMoss, Chartmetric, Google Sheets (tracking & reporting)

Other Skills: Microsoft Office, Adobe Creative Cloud, Muck Rack, Apollo, Financial Reporting, Video Editing, Figma, OpenClaw