

Kaiwen Sun
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Educational Background

Shanghai University of Sport (SUS), CHN Sep 2021 – Jul2025

Bachelor of Arts in *Journalism*

GPA: 3.71/4.0 (WES)

Main courses:

Introduction to Sports, Sports Communication, Innovation in Multi-Media, Advertising, Digital Media Fundamentals, New Media Concepts, Convergence Media Practice, Sports Media, Media Report, Foreign Literature, Sociology of Sports.

Georgetown University (GU), USA

Aug 2025 – present

Master of Professional Studies in *Sports Industry Management*

Main courses:

Applied Ethics in Sports, Soc. Respons/Global. in Sports, Sports Leadership & Management, Strategic Sports Marketing, Sports Comm/Public Relations, Sports Digitl Media/Consumer

Awards & Athletic Experiences

17th Shanghai Tennis Competition (College Group) A group men's singles 4 th	12/2022
26th University Tennis Tournament (East China Division) men's ordinary group 4 th	04/2023
The 2023 Shanghai University Tennis Tournament men's singles 1 st	12/2023
The 2024 Shanghai Student Tennis Competition (College Group) men's team 4 th	11/2024

Internships & Professional Experiences

SPORTFIVE, Shanghai, CHN 08/2024 – 12/2024

Intern, Assistant, Public Relations Department

- Managed the company's official accounts on 6 main social media platforms such as TikTok and assisted in website operations and maintenance
- Periodically updated and synchronized information from both domestic and international sources, and crafted promotion letters and advertisements for the company
- Innovated the writing styles of the posts on social media and optimized the layout designs, successfully contributing to the increase of the number of followers from 2,000 to 5,000; the average browsing volume per article grew from 100 to over 1,500

Team Member of the Collaboration Group

09/2024 – 12/2024

Participated in the planning and execution of the "Subway x Xu Xin" collaboration by negotiating between the brand and the athlete party, formulating marketing strategies, and finally presenting to the leadership groups in offline events

- Coordinated with more than 70 media outlets including Xinhua Agency and People's Daily, contributing to an overall online exposure exceeding 100,000

Participate in the public relations communication and publicity project of the 2024 "ZOWIE ASIA EXTREMESLAND" e-sports event, write the official announcement of the event, design the promotional posters and copywriting of the players, connect with the media for on-site reports,

and interview the players.

- Successfully created high online exposure for the event

LVWA Sports Official Account on WeChat, Shanghai, CHN

08/2021 – 08/2024

Intern, Social Media Operation

- Reported on main international sports events and news from the top five football leagues such. as LA LIGA and Premier League
- Developed eye-catching images, infographics, and highlights by utilizing graphic design tools to improve the visibility and attractiveness of posts, significantly increasing the number of followers from 1,000 to 2,000, and the average browsing volume rising from 3,000 to 5,000
- Proactively interacted with followers on the WeChat official accounts by responding to comments and messages to improve the cohesion and engagement of its followers

Community Services & Volunteer

2023 Shanghai Marathon

11/2023

Volunteer

- Prepared game supplies and medical equipment for athletes in need, and maintained order during the game
- Helped the host organization to finish the post-game clean-up

Rolex Shanghai Masters

10/2023

Volunteer

- Assisted with distributing food and beverages for players, officials, and staff members, while facilitating the transportation of essential game supplies

Skills & Certifications

Language

Mandarin (Native), English (IELTS 7.0)

Certificates

- National Certificate of Sport Manager (CHN)
- National Second-level Athlete of Tennis (CHN)
- Professional Pickleball Registry Level 1 Certified Coach
- Racquet Sports Professionals Association Certified Tennis Professional

Skills

- Proficient in using Microsoft Office tools including Word, Excel, and PowerPoint
- Skilled in applying Photoshop, video editing, and other popular AI-based software for media production
- Familiar with operations on mainstream media platforms such as TikTok, Facebook, Instagram, etc.