

Cecilia Liu

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Experienced content creator and producer covering Arsenal from pitchside for three seasons, with interviews including Martin Ødegaard, Gabriel Magalhães and Gabriel Martinelli. Has delivered major brand partnerships and campaigns across beauty, sportswear and technology.

EXPERIENCE

Migu Sports · Premier League ProductionLondon

Arsenal Correspondent & ProducerOct 2023 to Present

- Covered Arsenal exclusively across three consecutive seasons, attending over 70 fixtures in person, home and away, filing from pitchside and the mixed zone for millions of viewers in China.
- Secured and conducted extended exclusive interviews with first team players including Ødegaard, Gabriel and Martinelli, showing them as they really are to viewers across Asia and opening the club to a far wider audience.
- Ran single operator production end to end, planning the shot list, filming, cutting and publishing top-performing reels and longer features, from marquee nights at the Emirates to the parade, strengthening the content line up.
- Wrote all accompanying copy in English and Mandarin, from captions and titles to on-screen text and thumbnails, adapting register and tone of voice to each platform and each market rather than running one line of copy everywhere.
- Managed matchday media operations under tight deadlines, from accreditation through to post match interview slots, turning reaction and reportage around the same night while the result still held attention.

CClia5 · Sports and Lifestyle ChannelLondon

Founder & Content ProducerMay 2022 to Present

Douyin · TikTok · Bilibili · YouTube · Instagram

- Delivered branded campaigns for clients ranging from Proya Cosmetics to top-tier AI companies, using football content to lift fan engagement and drive conversion through to client sites and apps.
- Developed market specific strategies to build an audience of over 60K followers, treating each platform as its own product rather than reposting a single cut everywhere: Chinese-language commentary and tactical breakdowns built for Douyin and Bilibili, and a separate English feed for TikTok and YouTube, each with its own hook style, pacing and publishing rhythm.
- Produced lifestyle and fashion crossover content that carries football into wider culture, covering matchday style, kit and terrace fashion alongside the music and city stories around the game.
- Built a quantitative and qualitative approach to iterating hooks and openings, reading retention and completion data alongside comment sentiment to understand why a video held or lost its audience, then feeding that back into the next round to lift average view duration and repeat engagement across TikTok and Douyin.
- Use AI at defined points in the edit: bilingual subtitling, motion graphics, and short b-roll inserts where no footage exists, which shortens the turnaround on each package without touching the footage that matters.

Burson · Under ArmourShanghai

Public Relations InternJul 2025 to Oct 2025

- Sourced, recruited and onboarded 20+ KOLs with a combined 10M+ following for the Stephen Curry Asia Tour and the UA Echo & ColdGear campaigns, running the funnel from outreach and screening through to brief, delivery and sign-off.
- Managed creators in tiers by reach and fit, maintaining day-to-day comms and a standing response cadence so briefs, assets and deadlines never stalled.
- Built seeding box concepts and creator-facing briefing materials that lowered the barrier to on-message content, comparable to the creator kits used to activate new cohorts.
- Produced bi-weekly performance reporting and competitor benchmarking against Adidas and Nike, turning campaign data into recommendations that shaped the next wave of creator selection.

EDUCATION

King's College LondonLondon

BA Film Studies2026

SKILLS

AI	AI-assisted editing, captioning and motion graphics · voice models · website building · video generation with Seedance and others
PRODUCTION	Self-shot camera and audio · Premiere Pro · Final Cut Pro · CapCut · live deadline turnaround · interviewing
SOCIAL	TikTok · Instagram · YouTube · Douyin · Bilibili · Weibo · publishing and performance analytics