**Personal statement(Zhang)**

**Introduce**

In our team, I was mainly responsible for marketing and social media. I also participated in the creative discussion of videos and the drawing of sketches in the early stage. I choose this position because first of all, I was responsible for the social media account of the student union when I was in undergraduate period, so I have experience in this field. Secondly, I am very interested in social media. I am active on various social platforms, so I have certain confidence to complete this job.

**Working process**

In the early stage, I was responsible for part of the video creative discussion and sketch drawing, which was something I had never experienced before, so I didn't know what to do, but with the help of the team members, we also completed this part of the content. From there, I focused on marketing and social media. After two meetings, our team decided to name our team is 404 Not Found, target millennials who love subcultures, and define the concept of our brand. Then I began to do a lot of research, collecting a lot of information about subculture from the Internet, and through the data, I learned that the social entertainment platforms favored by subculture youth are mainly on Instagram and YouTube, which also determines the propaganda and delivery platform of our brand. Then I made PACT system to analyze the youth characteristics of subculture and made personas. At the same time, the analysis of similar competitors' products and publicity channels enables us to have a more comprehensive understanding of the real situation in the current market, and learn the successful parts to avoid the wrong part. Finally, after discussion in group meeting, the marketing strategy of our brand was determined.

We established social accounts belonging to our brand and put them on Instagram and YouTube to complete the launch of product promotion.

**Difficulties and challenges**

In the whole process of work, our group held four meetings, but I have to say that the first two meetings were not efficient, probably because we were not familiar with each other and were ashamed to speak. However, in the later meeting, our group's efficiency was improved and everyone became active. At the beginning of the research, I put too much scope, which caused the target audience to be very vague, and thus fell into a deadlock. Fortunately, we finally defined the final theme in the discussion of each meeting, and my work proceeded smoothly.

**Conclusion**

This group work has made me learn a lot. On the one hand, I have systematically learned the steps and working process of promoting a brand through marketing and social media. Although I may still have many deficiencies, I have also learned a lot in practice. On the other hand, it also made me realize the importance of communication and cooperation with team members. In order to achieve the success of the team, it is not possible to rely on oneself. Only by communicating with team members can we improve each other and make the whole work more smoothly.