Turman WANG　王曉凱

Educational Content Production | Chinese Calligraphy Teaching | AI Video Post-Production (Image-to-Video · Video Modification)

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tureman.pages.dev | Based in Shenzhen | Available for remote engagements

Profile

From university to the workplace, I have always done the same thing: turning specialist content into words and images that people understand and want to look at.

At university I was Head of Publicity for my school's student union. After graduating I built and ran WeChat Official Accounts in Shenzhen, handled corporate communications at China General Nuclear Power Group, then founded my own education company, where promotion was once again mine to run. Throughout, I was also teaching calligraphy: nine years, and over 300 students at Jieshan Art Studio alone.

The method has not changed; only the deliverables have. Teaching calligraphy is breaking handwriting movements down for students. Curriculum design is turning learning objectives into lesson plans and materials. Post-production and layout are turning products into videos and catalogues.

I now work remotely: curriculum materials and admissions promotion for education and training organisations; image-to-video, video modification and catalogue layout for commercial clients.

Three strongest credentials

- 9 years teaching calligraphy; three "Outstanding Instructor" awards at national competitions
- Former Teaching Supervisor and curriculum team member; independently developed two courses still in use
- Two recent batches comprising 10 video and layout projects, including around 30 image-to-video segments and a 19-page product catalogue

Core Competencies

Competency	Deliverables	Track record
Chinese Calligraphy Teaching	Handwriting correction, brush calligraphy, exam and competition coaching	300+ students taught; 3 national Outstanding Instructor awards; 60+ students won national competition awards
Curriculum & Material Development	Course outlines, lesson plans, teaching slides, handout layout	Curriculum team member; developed 2 courses
Education Centre Operations	Admissions promotion, parent relations, tutor training, events	400+ new students at branch; trained 3 tutors
New Media Content	WeChat, Xiaohongshu, Douyin; topic selection, scripting, covers	Corporate campaigns; multiple self-run accounts
AI Video Post-Production	Image-to-video, video modification, editing, shot repair	~30 image-to-video segments; ~20 in-video edits
Graphic Layout & Retouching	Catalogues, brochures, collateral, image colour matching	19-page catalogue; 6 product images restored

Core Technical Skills

Image-to-Video (I2V)

Generating motion video assets from existing still images or video stills, to replace footage that cannot be reshot. Skilled in prompt design and iterative refinement, producing assets that match the original footage in colour, pacing and texture.

Video Modification

Modifying footage directly rather than reshooting it: replacing on-screen text, changing the time and date shown in a video, adjusting product specification figures, and repairing shot defects. Also experienced in multi-segment editing, colour matching and speed adjustment.

Graphic Layout

PDF brochure and product catalogue layout; product image colour matching and restoration.

Recent work (September 2026): industrial product video post-production and catalogue layout projects, 10 items across two batches, including around 30 image-to-video segments, around 20 in-video edits and a 19-page product catalogue.

Services Offered

Education & training organisations Course design, lesson plans and teaching slides | Teaching material and workbook layout | Admissions video editing, poster and collateral design | Online handwriting correction and brush calligraphy classes

Commercial clients Image-to-video asset generation | Video modification (text, time and date, specification figures, shot repair) | Video editing | Brochure and catalogue layout | Product image colour matching and restoration

All services are delivered remotely. Teaching is primarily conducted online via video; on-site teaching in Hong Kong can

be discussed on a course-by-course basis.

Work Experience

Freelance | Educational Content Production · Video Post-Production · Graphic Layout Remote | 2025 – Present

- Delivered industrial product video post-production projects: generated image-to-video assets to replace footage that could not be reshot, and completed on-screen text, time and date modifications.
- Laid out a 19-page product catalogue and carried out product image colour matching and black-edge restoration.
- Ten projects delivered across two batches, handling client liaison and progress control independently.

Jieshan Art Studio (借山畫館, now Qi Baishi Oriental Aesthetics Studio) | Teaching Supervisor & Lead Calligraphy Instructor Shenzhen | Feb 2022 – Sep 2026 | now a collaborating instructor

- Taught calligraphy to over 300 students and coached them for graded examinations and competitions.
- Trained 3 tutors at the branch (lesson preparation, trial classes, renewals, referrals), standardising teaching quality and service.
- The branch gained 400+ new students during my tenure; ranked second in branch lesson-completion rate in 2023.
- Selected for the curriculum development team; contributed to course outlines, lesson plans and teaching slides.
- Independently developed the "Practical Fast Writing" and "Brush Calligraphy" courses, both still in use.

Qimengxing Education Technology Co., Ltd. (奇萌猩教育) | Co-founder / Operations Manager & Calligraphy Instructor Xingning, Guangdong | Jan 2018 – Jan 2022

- Founded a K-12 education centre from scratch, covering management, promotion, curriculum building, tutor recruitment and calligraphy teaching.
- Led the branch upgrade and expansion project, coordinating site planning, renovation, staffing and course upgrades.
- Established curriculum, academic affairs, sales and parent-service workflows; calligraphy course renewal rate of approximately 60%; planned community parent workshops, reading sessions, trial classes and exhibitions.

Earlier Experience New Media Officer, China General Nuclear Power Group (2016–2017): WeChat Official Account content, promotional copy and graphic layouts, major event promotion, annual meeting slides. Planning Executive / Operations Supervisor, Shenzhen Qianhai Weirun Tianxia E-Commerce (2016): built and ran the company's WeChat Official Account, promotional collateral design, event planning and client liaison; promoted within 8 months; planned the "Qucheng Qixi" event (200+ attendees).

Education

Jiaying University (嘉應學院) | Bachelor's Degree, Full-time | Marketing Sep 2012 – Jun 2016

Head of Publicity, 4th Student Union of the School of Economics and Management (led a team of 13)

Professional Skills

Video post-production	CapCut, Final Cut Pro, AI video generation tools; image-to-video, video modification, multi-segment editing, colour matching, speed adjustment, subtitling
Graphic design	Photoshop, Illustrator, PowerPoint; catalogue layout, product image colour matching, promotional collateral
AI tools	image-to-video prompt design, AI image processing, AI copywriting and scriptwriting
Teaching	handwriting correction, brush calligraphy, examination and competition coaching, Mandarin tutoring, course design, tutor training

Languages

Mandarin Chinese Native (Putonghua Proficiency Test, Level 1-A) | **Cantonese** Listening comprehension; conversational | **English** CET-4

Certificates & Awards

Professional certificates Family Education Instructor | Putonghua Proficiency Test Level 1-A | Computer Level 2 (Photoshop & Office) | CET-4 | Securities Practitioner Qualification

Calligraphy teaching awards

- 7th "Xiwangsong" Calligraphy and Painting Exhibition — Outstanding Instructor, First Class
- 1st "Qi Baishi Cup" Youth Calligraphy and Painting Exhibition — Outstanding Instructor Award
- 8th "Ink Youth, Inheriting Lingnan" Calligraphy Competition — Outstanding Instructor

Personal awards Jiaying University 3rd "Gongyan Cup" Calligraphy Copying Exhibition — First Class (non-major category) | Jiaying University 1st "Industry–Major–Employment" Talent Demand Analysis Competition — First Class (team) | "Outstanding League Cadre", 2014

Additional Information

Expected remuneration Negotiable | **Availability** Immediate | **References** Available upon request