

Lixing Shi (Aka. Bei Cheng)

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### **Objective:**

A skilled and versatile Mandarin voice artist with 10 years of experience in the industry. I am passionate about delivering high-quality voice recordings that effectively convey the intended message. Seeking opportunities to utilize my talents and contribute to projects requiring Mandarin voice-over expertise.

### **Summary of Qualifications:**

- 1) Fluent in Mandarin, with excellent pronunciation and intonation.
- 2) Extensive experience providing voice-over services for various mediums, including commercials, animations, documentaries, e-learning modules, and more.
- 3) Proficient in voice modulation, bringing characters and narratives to life through tone, pace, and emotion.
- 4) Well-versed in industry-standard recording equipment and software, ensuring optimal sound quality and clarity.
- 5) Strong ability to take direction and adapt vocal style to meet the specific requirements of each project.
- 6) Highly professional and reliable, consistently meeting deadlines and exceeding client expectations.

### **Professional Experience:**

Dec 2013 – Present: Transladiem /Chinese Voice Over Artist

May 2020 – Present: Memrise / E-learning Chinese Voice Over Artist

June 2022 – Present: XINE Communication / Chinese Voice Over Artist for Commercial, Tour, Training documents

August 2013 - October 2015: Host for Yuncheng FM 102.8 Classic Pop Music Station, Yuncheng, China.

October 2015 - March 2016: Consultant, Yuncheng Tongchuang Weiye Culture and Communication Co., Ltd., Yuncheng, China.

March 2016 - March 2018: Founder and Broadcasting Teacher, Yuncheng Yidongli Media Arts Training Center, Yuncheng, China.

- Recorded and delivered Mandarin voice-overs for various Chinese media companies, such as commercials, video games, corporate videos, etc.
- Collaborated closely with clients, directors, and producers to understand project objectives and deliver voice performances that aligned with their vision.
- Conducted thorough script analysis, ensuring accurate interpretation of content and appropriate delivery.
- Implemented vocal techniques to enhance character portrayals and evoke desired emotions.
- Provided script translation and adaptation services when required.
- Utilized industry-standard recording equipment and software to capture high-quality audio.
- Edited and mastered recordings, removing background noise and ensuring optimal sound quality.
- Maintained a professional and efficient workflow, meeting project deadlines and consistently exceeding client expectations.

### **Education:**

Bachelor's Degree, Broadcasting and Hosting

Hebei Institute of Communications

Shijiazhuang City, Hebei Province, China

Sep. 2019 – Jun. 2013

**Skills:**

- Fluent in Mandarin (native speaker).
- Excellent pronunciation, intonation, and diction.
- Voice modulation and character creation.
- Strong script analysis and interpretation skills.
- Proficient in industry-standard recording equipment and software.
- Attention to detail and ability to meet tight deadlines.
- Collaborative and receptive to feedback.
- **Home equipment available.**
- **Access to high-quality studio (long-term rent cooperation).**

**Projects Completed:**

CCTV1 “Disaster Prevention and Reduction Public Service Advertisement”

CCTV1 “Aiyounuo Health Beverage”

CCTV1 “Shengdu Home Decoration”

TOEFL TV Commercial “TOEFL China 40th Anniversary”

Bilibili Animation “Blood and Heart” (Main Character)

Taizhou Radio and Television Documentary “Shanghai Taizhou, Waiting for the Wind”

Guangzhou Communist Youth League “I Am a Doctor” Series

Didi Chuxing “Secure Your Love”

Honor of Kings “Winter Crown”

JD.com “Double 11 Love Season”

Alipay “Double V Membership Day”

TV Commercial “Boss Powerful Dishwasher”, “Encounter Qinghai”

Wanda Group “Harbin Wanda Plaza·Xiangfang”

Guangdong TV “Amazing Four”

Baosteel Group “I Am a Baosteel Employee”

Xi'an Mobile “Looking Up and Looking Down Between Heaven and Earth”

International Women's Day TV Commercial “Superman Encounter”

Wedding Memo “Define Your Happy Moment”

**References:**

Free demo (1-3min) upon request.