

MarcusLabs  
(Beijing) Cultural Media Co., Ltd.

**Name: Marcus Xu**  
*CEO of MarcusLabs*

**Education:**

<i>School</i>	<i>Degree</i>	<i>Date</i>
Beijing Film Academy	B.S. (Sound on Film)	2003
Bournemouth University	M.S. (Broadcast and Film Management)	2005

**Title of M.S. Dissertation:**

“An Investigation into Determinant Factors in the Process of Entrepreneurial Growth and the Importance of Nurturing Creativity within Creative and Media Enterprises (Art and Commerce: Conflict or Partnership, a United Kingdom Study)”

**Principal Fields of Interest:**

Media Enterprises - Balancing Art and Commerce, Nurturing Creativity  
Education - Immersive Hand-on Learning Environments, “Sleight of Hand”  
Online Learning and Video Tutorials - Production and Distribution, Community Management  
Multimedia Technologies - Graphic Design, Animation, Audio, Video, 3D Graphics  
Music - Violin, Piano, Fingerstyle Guitar, Jazz Theory

**Work Experience:**

<i>Employer</i>	<i>Position</i>	<i>Beginning</i>	<i>Ending</i>
MarcusLabs	CEO/ Multimedia Designer	Aug 2016	Present
Smartisan Technologies (part time)	Multimedia Designer	Jun 2014	Dec 2018
Smartisan Technologies	Product Manager/ Multimedia Designer	Apr 2012	May 2014
Laoluo English School	Teacher/Graphics Designer/ Multimedia Designer	Aug 2008	Apr 2012
Eastwei Relations	Account Executive	Sep 2005	Mar 2008

**Award Received and Certification Authority:**

“Outstanding Young Business Leader”  
*CMIF The 28th Chinese Merchant Innovation Forum Jin Hai Award*

“Marketing and Communication Leader of the Year 2023”  
*The 15th Advertisers Jin Yuan Award*

Youth Committee Member of the G20 Young Entrepreneurs' Alliance Project China Council

“Outstanding Author 2016”

*Electronic Industry Press · Broadview*

Deputy Editor 2023-2024

Cultural and Artistic Innovation

*Synergy Publishing Pte. Ltd.*

Editorial Board 2022-2024

Creativity and Innovation

*World Scientific Publishing House Ltd.*

## **Projects:**

Business:

The entrepreneurial story of an idealist I, Luo Yonghao, 2010

The entrepreneurial story of an idealist II, Luo Yonghao, 2011

The entrepreneurial story of an idealist III, Luo Yonghao, 2012

Smartisan OS Launch Event 2013

Smartisan T1 Launch Event 2014

The entrepreneurial story of an idealist IV, Luo Yonghao, 2014

Chai Jing's Smog Investigation: “Under the Dome” 2015

InNail project launch event and market analysis 2015

Shifang Fund Business Plan 2015

TOUTIAO (TopBuzz) Special Event, Tianjin 2015

JEEP Special Event 2015

Tyche Asset Management 2015

Ford CES Keynote 2015

QISHANMEN 2.0 Launch Event 2015

Smartisan JIANGUO1 Launch Event 2015

HP World Tour, 2015

Phoenix Network Business Plan 2015

Youku Tudou Group and DJI Strategic Cooperation Press Conference 2015

Smartisan Artistic youth edition JIANGUO1 Launch Event 2015

Smartisan T2 Launch Event 2015

VeChain Product Launch Event 2016

Smartisan M1 Launch Event 2016

SNOW VR Business Plan 2016

LBE Tech Parallel Space Launch Event 2016

Xiaobo Wu's Year-end Speech 2016

Smartisan JIANGUO Pro Launch Event 2017

8082 Audio Technology Brochure 2017

FUN LEARN Product Launch Event 2017

Kaisa Group Holdings Ltd. planning proposal for the promotional video 2017

HICOOL Global Entrepreneur Summit and Entrepreneurship Competition 2017

SINO INDIGO (Beijing) adjustment feasibility report for the Phase II project 2017

Smartisan JIANGUO Pro2 Launch Event 2017

Smartisan JIANGUO Pro2S Launch Event 2018

CODEMAO Product Launch Event 2018

Gump Come Product Launch Event 2018

The Old Man and the Sea Special Event 2019

Novozymes Communication Strategy 2019  
Bullet Message Launch Event 2019  
Smartisan TNT Launch Event 2018  
Smartisan Smart Hardware Launch Event 2018  
Smartisan JIANGUO3 Launch Event 2018  
IDEA International Digital Economy Academy Launch Event 2021  
XIONGYUANEDU Brand Introduction 2022  
XIONGYUANEDU “My Journey with Audiobooks” Lecture 2022  
DIAO Business Plan, 2022  
BHK Meta Space Encrypted Asset Aggregation Platform Launch Event 2022  
CUC Lecture, 2023  
TXYZ Financing Keynote 2023

#### Teaching:

- Marcus Xu. Correspondence on the Relationship between Creative Writing and Imagery: Differences Arising from Various Modes of Thinking and Environments. Lecture. *Industry Practice Supervisor for the Master's Program in International Education at the School of Humanities, Communication University of China.*
- Marcus Xu. Film-grade Presentation Slideshow. Video Tutorial, Community. *Business and Education.*
- Marcus Xu. English Learning Methodology. Video Tutorial, Podcast, Community. *From Andy Warhol to Woody Allen; Learning English from English Movies and Television Shows.*
- Marcus Xu. Fingerstyle Guitar. Video Tutorial. *Leo Kottke, Pierre Bensusan, Joe Pass.*
- Jiawei Yao, Marcus Xu. Photography. Video Tutorial. *Concepts, views, gear, projects.*
- Yanqing Qin, Marcus Xu. Cooking. Video Tutorial. *Individual, family and social group.*
- Marcus Xu. Video Production. Video Tutorial, Community. *Process, gear, softwares, social media.*
- Mi Lin, Marcus Xu. Positive Parenting. Podcast, Community. *Unconditional Parenting, Family Education.*
- Marcus Xu. Sleight of Hand. Podcast. *Adult self-study and lifelong learning.*
- Nod Young, Marcus Xu. Graphic Design Process. Podcast. *A logo design case study.*

#### Publications:

##### Books:

The Force of Aesthetics: Methodology of Film-grade Slide Design  
*Electronic Industry Press · Broadview 2015*

Sleight of Hand: Create a “Show” Opportunity to Becoming  
*Beijing United Publishing Co., Ltd. 2019*

##### Music Albums:

A Serpentine Effort. *Desperately Twisting Forward on a Flat Surface*  
2013

Mao Shu. *Catch Me If You Can: Marcus & Herman*  
2017

Courses:

How to Become a Master of Effective Learning

*355K Paid Learners*

ISBN: 978-7-900840-62-2

Effectively Training Research Abilities

*131K Paid Learners*

ISBN: 978-7-900840-60-8

Papers:

Design Strategies for Cultural and Creative Products in the New Media Environment

*Computer Fan* 2020

A Brief Analysis of the Interactive Relationship between Multimedia Art and Visual Communication

*Peak Data Science* 2021

Exploration of Artistic Design Innovation from the Perspective of Art and Technology Integration

*Art and Design* 2022

Innovative Analysis of Visual Communication Design Teaching in the Digital Age

*HONG* 2022

Research on the Artistic Effects of Multimedia Design Applied in Modern Exhibitions

*Advertising Panorama (Media Method)* 2023