

SHAYNA ZHANG

Storyteller | Producer | Editor | Visual Thinker

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🌐 <https://shaynaz.com>

📍 San Francisco



EXPERIENCE

Video Editing Intern

Kiva

📅 02/2019 - 07/2019 📍 San Francisco, USA

Non-profit Org. Connect people through lending to alleviate poverty

- Collaborate with marketing and communications team edit
- Create and manage engaging multimedia content
- Edit videos for social media platforms

Co-Founder, Producer

Dark-Time Media

📅 01/2016 - 03/2018 📍 Shanghai, China

Internet film production company

- Produced 2 internet movies with over 6 million total views
- Conducted marketing campaigns, fund-raising, operations management
- Built competitive benchmark models to track market trends
- Arranged product placement

BD Manager

Ergeng TV

📅 03/2013 - 12/2015 📍 Hangzhou, China

Named on of the top five new media channel in China

- Involved in project planning, negotiation and signing, project execution, and client development
- Participated in video creation, planning and promotion
- Maintained more than 300 clients. Signed 20 contracts with RMB 800 million in total.
- Won the Champion of the Young Sales Award

SKILLS

Video Production On-Camera Talent Communication

Social Media Management Create Content

FREELANCING

Main Host

San Francisco Chinese New Year Parade 2019

📅 02/2019 📍 San Francisco

Named one of the world's top ten parades

- Script Writer and Live Host for the 2019 San Francisco Chinese parade covering over 100 parade entries and viewership of up to 3 million people

Multimedia Producer and Editor

Alzheimer's Association

📅 09/2018 - 12/2018

- Produced three promotional videos for multiple platforms
- Determined client needs, wrote proposal, executed all aspects of production
- Videos were showcased on Alzheimer's Association Facebook page

EDUCATION

Master of Arts, Communication and media technology

Academy of Art University

📅 06/2018 - 12/2019 📍 San Francisco

- Produce my own content, including online series, music videos, podcasts, broadcast productions, and motion graphics
- Won the Best Graduate On Camera Award

Bachelor of Arts, Musicology & English

Zhengzhou University

📅 09/2009 - 06/2013 📍 Zhengzhou, China

- Won the Best Campus Singer Award