

SHAYNA ZHANG

Producer | Video Editor | Storyteller

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🌐 <https://shaynaz.com>

📍 San Francisco



EXPERIENCE

Video Editor

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 storyline and multimedia content
- Edit 2-3 videos weekly, including interviews, b-roll, music, voiceover

Co-Founder, Producer

Dark-Time Media

📅 01/2016 - 03/2018 📍 Shanghai, China

Internet film production company

- Produced two 90 min movies with over 6 million total internet 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

Awarded 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, exceeding customer expectations
- Maintained more than 300 clients annually and signed 20 contracts worth over \$3 MM in total
- Recipient of the Young Sales Award

SKILLS

Video Production

Creative Content Director

Time Management

Communication

Social Media

Adobe Creative Suite

On-Camera Talent

Advertising

Marketing

Editing

Interpersonal Skill

Multitasking

Microsoft Suite

Cross-cultural Skill

Mandarin

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

📅 08/2018 - 12/2018 📍 San Francisco

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

EDUCATION

Master of Arts, Communication and media technology

Academy of Art University

📅 06/2018 - 12/2019 📍 San Francisco

- Produce original 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