

SHAYNA ZHANG

Producer | Editor | Content Creator

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📍 San Francisco, USA



SUMMARY

Award-winning video content creator specializing in social media and marketing who believes in the power behind real stories!

EXPERIENCE

Producer & Editor

Lucky Star Films

📅 07/2019 - Present 📍 San Francisco, USA

- Produced and edited documentary, "Silicon Valley Chinese"
- Won the Best Short Documentary Award of San Francisco International New Concept Film Festival 2019
- Selected music, mixed audio, and color corrected
- Premiered at Stanford University Theater

Editor

Kiva - Microfinance Non-profit

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

🌐 <https://www.instagram.com/kiva.org/>

- Collaborated with marketing and communications team
- Created engaging storylines and multimedia content for social media
- Produced and edited 2-3 short-form videos weekly, including interviews, b-roll, music, voiceover

Multimedia Producer & Editor

Alzheimer's Association

📅 08/2018 - 12/2018 📍 San Francisco, USA

🌐 <https://www.alz.org>

- Produced, wrote and edited three promotional videos for multiple platforms
- Determined client needs, wrote proposal and script
- Videos showcased on Alz.org main page and social media

Co-founder & Producer

Dark-Time Media - Internet Movie Company

📅 01/2016 - 03/2018 📍 Shanghai, China

🌐 <https://v.qq.com/x/cover/m8zy0zag94hyzy4.html>

- Produced two 90 min movies with over 6 million total internet views
- Conducted marketing campaigns, fund-raising, and managed operations
- Built competitive benchmark models to track market trends
- Negotiated product placement with brand owner

Marketing Manager

Ergeng TV - Awarded top three new media channel in China

📅 03/2013 - 12/2015 📍 Hangzhou, China

🌐 <https://www.youtube.com/channel/UC3083ib3xCod6Vz6l34WZUQ>

- Created and executed brand strategy; planned media placement
- Negotiated and signed clients, exceeded expectations
- Managed over 300 clients annually with contracts totaling over \$3M

SKILLS

Video Production

Short-Form

Social Media Marketing

Advertising

Premiere Pro

After Effects

Photoshop

Drone Operator

Bilingual: English & Mandarin

PROJECTS

Producer & Host, XYZ Talk Show

📅 06/2018 - Present

- Created original content series and launched channel on YouTube and other video platforms
- Produced 9 episodes about cultural differences between China and America
- "Different Beauty Standards" got 4M views on TikTok in China

Host, San Francisco Chinese New Year Parade 2019

📅 02/2019 📍 San Francisco

- Hosted live stream and covered over 100 entries
- Wrote script for co-host broadcast
- Collaborated with production team and crew

EDUCATION

Master of Arts, Communications & Media Technologies

Academy of Art University

📅 06/2018 - 12/2019 📍 San Francisco, USA

Bachelor of Arts, Musicology & English

Zhengzhou University

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

AWARDS



Best Short Documentary

San Francisco International New Concept Film Festival



Best Graduate On Camera - Spring Show 2019

Academy of Art University