

# Jasmine Lee

British | Female | 22 years old

*Target MSc: Media, Communication & Creative Business*

*EDUCATION BA in Film and Media Studies King's College London 2021 - 2024*

*Focus on digital culture, media economics, and creative entrepreneurship.*

*Editor-in-Chief of the university lifestyle magazine (circulation 5,000+).*

## PROFESSIONAL EXPERIENCE

Production Intern - BBC Studios, London June 2024 - September 2024

Assisted the production team in researching content for a documentary series on global technology trends. Managed social media snippets and promotional clips, increasing the show's Instagram followers by 12,000 in three months.

Coordinated logistics for on-location shoots, including talent scheduling and equipment rental.

Marketing Intern - Tate Modern June 2023 - August 2023

Supported the promotion of a major exhibition, focusing on youth engagement through influencer partnerships.

Analyzed visitor demographics and feedback data to help tailor future membership campaigns.

Drafted copy for weekly newsletters sent to over 100k subscribers.

## SKILLS

Technical: Adobe Premiere Pro, After Effects, CMS (WordPress), Hootsuite.

Analytical: Content performance tracking, Media ethics, Audience segmentation.

## LANGUAGES

English (Native), Mandarin (Fluent), French (Intermediate).

PERSONAL INTERESTS Independent Cinema, Street Art, Marathon training.