

# Christy Lam

## DIGITAL COMMUNICATIONS

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### CAREER OBJECTIVE

Creative and driven Computer Science student with experience in digital media, content production, and political communications. Passionate about crafting visually compelling content and fostering collaboration to implement data-driven strategies to amplify Democratic values and engagement.

### EDUCATION

August 2022 - May 2026

Georgia State University

Bachelor of Science, Major: Computer Science -- GPA: 3.89

### EXPERIENCE

Georgia Senate Democratic Caucus – Atlanta, GA

January 2025 - April 2025

Social Media Fellow

- Manage social media platforms (YouTube, Instagram, Facebook, X, and TikTok) for the Caucus by developing and executing digital content strategies.
- Launched and managed the Caucus’ first ever TikTok, handling video editing, captioning, publishing, and production. Grew the account from 0 followers to 30,000+ followers and 580,000 profile likes, with one video reaching 2.2 million views.
- Increased Instagram following by over 120% followers through strategic content and engagement.
- Film and produce 1 minute “Walk and Talk” interviews with State Senators, capturing quick policy breakdowns, adding captions, and posting same-day.
- Oversee livestreaming for press conferences and events, ensuring smooth execution and strong audience interaction.
- Created and manage the Caucus’ Mobilize account for event organization, with one event garnering 74+ attendees.
- Simultaneously manage multiple digital projects, prioritizing time-sensitive legislative updates and press events.

Georgia State Production Network (GSPN) – Atlanta, GA

September 2023 - Present

Camera Operator & Broadcast Engineer

- Operate cameras for Georgia State University’s ESPN+ sports broadcasts, covering college football, basketball, softball, baseball, volleyball and graduation ceremonies.
- Ensure seamless livestream execution, troubleshooting real-time technical issues.
- Coordinate with production team to manage multi-camera setups and ensure high-quality visuals.

Young Democrats of Georgia (YDG) – GA

October 2024 - January 2025

Communications Director

- Led a 20+ member communications committee, overseeing digital directors and YDG chapter communications leads across Georgia.
- Spearheaded the creation and management of TikTok videos to promote YDG events, collaborating with local chapters and caucuses to produce joint content.
- Assigned, oversaw, and provided feedback on projects such as event promotions, press releases, and digital outreach materials.
- Delivered comprehensive monthly reports summarizing committee achievements, challenges, and goals to YDG leadership.
- Applied media production expertise to coordinate and produce video interviews with students and young voters, providing authentic perspectives on policy issues.
- Spearheaded multi-state collaborations, including coordinating with the Young Democrats of Louisiana to create joint digital content.

### SKILLS

- Social Media Management: Experience managing accounts on Instagram, Facebook, TikTok, YouTube, Bluesky, X.
- Video Production: Adobe Premiere, Proficient in video editing, filming, and livestreaming, with a focus on short-form content.
- Design Tools: Adobe Photoshop, Adobe After Effects, Canva.
- Coding & Web Development: Python, C, Java, HTML, CSS, JavaScript; Experience building responsive websites.
- Languages: Fluent in English and Vietnamese.

### EXTRACURRICULAR ACTIVITIES

- Digital Director, College Democrats of Georgia
- Media Committee Chair, Young Democrats at Georgia State University
- Digital Director, YDG’s Women’s Caucus
- Communications Director, Young Democrats of Atlanta