

Christina Wang

510-565-5852 • christina.wangg@gmail.com

www.linkedin.com/pub/christina-wang/6b/44/b0b/

Education

University of California, Irvine – Irvine, CA

B.A. Psychology & Social Behavior

Minor: Business Management

Minor: Film & Media Studies

December 2015

London School of Economics – London, United Kingdom

Summer 2014

Korea University – Seoul, Korea

Fall 2014

Beijing Language and Culture University - Beijing, China

Summer 2012

Relevant Experiences

➤ **Marketing Specialist (World Wide Motion Pictures Corporation, July 2015- Present)**

- Directing marketing strategies to target Asian demographics for national release of "The Nightingale" movie
- Contacting Various Press (TV, Print Radio) and forming relationships for movie premier advertisements
- Formulating strategies for international social media marketing and updating social media calendar
- Strategizing contests to hold for marketing promotion

➤ **Marketing and International Sales Intern (Arclight Films, June 2015-Aug 2015)**

- Create marketing decks for upcoming films to promote
- Rolling calls and script coverage as well as updating scripts on Podio
- Assist with international sales and distribution
- Handle administrative tasks at the front desk

➤ **Director of Public Relations and Social Media Marketing (Jason Chu Music, Feb 2015- Present)**

- Reaching out to book world tour shows as well as contacting press for interviews
- Identify demographics and groups to help promote and market Jason's music (Zmet analysis & Sampling)
- Assist Jason during his premier screenings, launch parties, and live events
- Research social media practices and trends to increase Jason's viewers
- Reach out to potential collaborators to host special projects

➤ **Talent Management & Industry Relations Department Intern (Newport Beach Film Festival, Feb 2015-May 2015)**

- Assisted in hosting Oscar Award Winning Industry panel including: directors, actors, screenwriters, editors, and musicians
- Plan, organize, and execute logistics for the VIP guest list, transportation and hotel accommodations, making industry guest packets, dealing with publicists and agents

➤ **Office manager, Multimedia Head, Dance Teacher (Lisa Performing Arts, 2010- Present)**

- Teach beginning Ballet and Chinese dance class, and travel to competitions to direct dance team
- Handle office administration and HR Recruitment for new teachers
- Researching community outreach by finding competitions, community events to perform in, plan annual showcases and special events.
- In charge of multimedia aspects: taking pictures and video clips to put on our media outlets.

➤ **Christmas with the Karountzoses Film- Marketing Director/Still Photographer**

- Managed and created all the social media platforms including a Facebook Page which got over 200 likes in less than a week, as well as an instagram page.
- Went to film shoots and captured high quality photographs to send to future distributors

Skills

- ❖ **Computer:** Microsoft Word, Excel, Powerpoint, Adobe Photoshop, Adobe Lightroom, iMovie Microsoft Outlook, Filmtrack, Podio, Vimeo, Expense Reports
- ❖ **Languages:** English, Chinese (Mandarin), Basic Korean
- ❖ **Marketing:** Photography/Editing, Public Relations, Event Planning, Social media platforms (Facebook, YouTube, Tumblr, Twitter, Instagram, WeChat, Line, Weibo, Snapchat), IMDB PRO, International Slates