

PORTFOLIO

<https://xlaenz.com>

REEL

<https://vimeo.com/christinalan>

LINKEDIN

<https://linkedin.com/christinalan>

CONTACT

christina.lan13@gmail.com

303.204.3857

SKILLS

Premiere
After Effects
Photoshop
Motion Graphics
DSLR / Lighting
Short & Long Form
Project Management
Budgeting
HTML/CSS
Excel/Spreadsheets
Chinese

EDUCATION

DUKE UNIVERSITY

B.S. Economics
Markets & Management
cum laude

TISCH SCHOOL OF THE ARTS, NYU

Licensing & Music
Supervision

CHRISTINA LAN

Creative producer with three years experience in media and music. Synthesizes visual and sonic mediums creatively to tell captivating stories. Strong editing abilities, unique eye, and passionate work ethic.

PRODUCTION AND VIDEO EXPERIENCE

Buzzfeed | New York, NY

Video Producer, Writer (2015-2018)

Broke key formats that led to the explosive growth of BuzzFeed's beauty, style, and culture channel **As/Is**, achieving viral videos with over **175K Facebook shares and 2 million Youtube views**, using both original footage and UGC. Worked with major brands including Coty, L'Oréal, and Old Navy to create custom content.

- Wrote, directed, shot, and edited both short-form and long-form for all social platforms with a focus on Youtube, highlighting intriguing personalities, brands, and voices that are often underserved or misrepresented in mainstream media
- Served as a liaison between brands and celebrity publicists, bringing in celebrities and professionals from all industries to help continuously grow the channel's audience.
- Managed each production, overseeing casting, client relations, budgeting, location scouting, and publishing
- Wrote articles for the commerce team that collectively generated 1 million in revenue over 2-3 months

Blank Slates | New York, NY

Production Assistant (2016-2017)

Assisted camera work and set production for a webseries about broke, recently graduated art students.

VISUAL ART AND PHOTOGRAPHY

Slant'd Magazine

Digital Artist Contributor, 2nd Edition (2018)

Anyone/Anywhere

Photography and music piece in Exhibit (2018)

MUSIC INDUSTRY

Split Works | Shanghai, China

Manager of Artist Hospitality and Social Video (2018)

Directed and oversaw all artist hospitality for one of China's largest music festivals, Concrete & Grass. Oversaw budget, ordering, and inventory. Produced social video promoting headliners like Daddy Yankee for WeChat and Weibo.

Kobalt Music | New York, NY

Digital Media/Design (2013-2014)

Evaluated sales data from Soundscan and VEVO analytics to improve marketing tactics for one of the first digital distributing labels. Consistently updated the design and artwork for all artists on all social media, including creating and maintaining all socials for artists.

A&M/Octone | New York, NY

Digital Strategist Intern (2012-2013)

Researched sales data using Mediabase and Soundscan. Designed tour materials and social assets for artists.