

PORTFOLIO

<https://xlaenz.com>

REEL

<https://vimeo.com/christinalan>

LINKEDIN

<https://www.linkedin.com/in/christinalan/>

INSTAGRAM

<https://instagram.com/laenzzz>

CONTACT

christina.lan13@gmail.com

303.204.3857

SKILLS

Premiere
After Effects
Photoshop
Motion Graphics
DSLR / Lighting
Pro Tools
Social Media & SEO
Project Management
Budgeting
HTML/CSS/Java
Excel/Spreadsheets
Mandarin

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 of experience in media and music. Atypical synthesis of visual and sonic mediums to tell extraordinary stories. Stellar editing skills, discerning eye, and passionate work ethic.

PRODUCTION AND VIDEO EXPERIENCE

Music Video Producer | New York, NY

Produced music video for Wild Girl by Yung Baby Tate ft. Bbymutha (2019)

Chromat & No Sesso | New York, NY

Production Assistant (2019)

Assisted Christine McCharen-Tran in producing two fashion shows for NYFW, including No Sesso's first ever NYFW show and Chromat's spring 2019 collection

Plum Guide | New York, NY

Floor Plan Artist (2019)

Interviewed hosts, evaluated homes, and created floor plans for potential listings.

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, covering in-studio and off-site stories. Produced branded content for major companies including Coty, L'Oréal, Urban Decay, and Old Navy.

- Wrote, directed, shot, and edited short-form and long-form video for Facebook, Youtube, and Instagram: highlighted trending products, innovative brands, and impactful voices that are often underserved in mainstream media
- Cultivated relationships with celebrity publicists, bringing in influencers and talent from all industries to help strengthen and grow the channel's audience
- Managed all productions from start to finish: pre-production, casting, client relations, budgeting, editing, design, SEO optimization
- 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 set production for a 5-episode webseries

MUSIC INDUSTRY

Split Works | Shanghai, China

Manager of Artist Hospitality and Social Video (2018)

Directed and oversaw artist hospitality for one of China's largest music festivals, Concrete & Grass. Coordinated between artist managers and the finance director to come up with a budget that satisfied all parties. Facilitated the street team with on-hands marketing and created promo videos 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. Wrote attractive artist one-sheets for press and radio promotion. Designed tour materials and social assets for all label artists.

VISUAL ART AND PHOTOGRAPHY

Slant'd Magazine

Digital Artist Contributor, 2nd Edition (2018)

Anyone/Anywhere

Photography and music piece in Exhibit (2018, 2019)