

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.

ADDITIONAL PRODUCTION WORK

Buzzfeed



Old Navy Liquid-Repelling Jeans	27 million views; 300K shares
Dermaplaning: Latest Skincare	23 million views; 93K shares
Beard Blowouts	23 million views; 175K shares
New Naked Palette	6.8 million views; 46K shares
Sephora Of The Future	Brand Exclusive Partnership
LBD 100 Ways	Brand Giveaway: 30 influencers
Insane Nail Art	NYFW coverage: CND



Drag Queens Guess Knock-Offs	3.1 million
Tattoos On Insecure Body Parts	2.6 million
Top-Rated Concealers	2.4 million
One-Shade-Fits-All	1.5 million
Makeup Artist Who's Color-blind	1.5 million
Victim Of Revenge Porn	1.2 million



Tour Promo Video for ADE	16,500 views
Messages For Trump	