

CHRISTINA LAN

Creative producer, editor, and project manager with extensive experience in music, media, and fashion. Extremely compassionate and aims to earn trust in all working relationships. Discerning eye and collaborative work ethic.

LINKEDIN

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

REEL

<https://xlaenz.com>

CONTACT

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303.204.3857

SKILLS

Adobe Creative Suite
DSLR Cameras
Lighting Setups
Audio Engineering
QC / Post-production
Social Media & SEO
Project Management
HTML / CSS / Java
Excel / Google Suite
Mandarin

EDUCATION

DUKE UNIVERSITY
B.S. Economics
Markets & Management
cum laude

TISCH SCHOOL OF
THE ARTS, NYU

Licensing & Music
Supervision

VOLUNTEERING

SPRING/BREAK
Yellow Jackets LNY

PRODUCTION AND MANAGEMENT EXPERIENCE

Event Production and Merchandise Management for Papi Juice

- Coordinate event bookings, communicate with artists, assist and manage talent on-site
- Oversee merchandise operations by sourcing and working with suppliers, setting and maintaining a timeline for releases, and ensuring that the team meets their deadlines
- Manage the budget for merchandise samples, orders, and oversee eventual inventory
- For main events at Elsewhere with 2000+ people, work with venue managers and to ensure safety and respect for artists and audience members in addition to helping with riders

Manager of Artist Hospitality | Shanghai, China

- Directed artist hospitality and backstage operations for 9 major acts at one of China's largest music festivals, Concrete & Grass while working at Split Works, a hybrid music and art company
- Managed communications with artist managers to ensure that all artist riders were fulfilled and that all stages were stocked with the correct amount of supplies from inventory
- Finalized a budget with the finance director that included catering, riders, and alcohol, cutting costs while managing to create a catering menu that appealed to the international artists

Project Oversight and Art Direction | New York, NY

- Pussy Power Volume I: sourced and booked the location for the shoot, came up with concepts for the volume's theme, and directed the shoot featuring three local artists
- Collaborating with a small team consisting of a stylist and photographer, directed and produced social content for ongoing Dirty Lemon beverages, booking locations all over Greenpoint

Event Coordinator and PA | New York, NY

- PA for photoshoots and shows for brands, fashion shows, and music videos
 - Designed floral hairpieces and jewelry for Wildflower; set up backdrops and lighting
 - Assisted photographer Anjelica Jardiel with a high-fashion editorial shoot, designing sets, managing times, and providing additional art direction
 - Designed the set for Eva Tolkin's music video feast scene: developed a collaborative relationship with the director and crew to work on future projects
 - Assisted Christine McCharen-Tran in producing two fashion shows for NYFW, managing press relations and facilitating backstage production, from steaming clothes to ensuring that every team stayed on schedule
- **Co-founder of "Free Therapy:"** a monthly show in Brooklyn with an open-format, creative space for artists to de-stress and learn skills like DJing, VJing, etc.
 - Previously organized at 444 Club, Bossanova, Kinfolk, Rebecca's, and more
- Co-producer of "Wild Girl," a music video by Yung Baby Tate ft. Bbymutha
 - Reached out to 8 Brooklyn venues; booked Overthrow and coordinated with artists