

## PORTFOLIO

<https://xlaenz.com>

*I build this!*

## REEL

<https://vimeo.com/christinalan>

## LINKEDIN

<https://linkedin.com/christinalan>

## CONTACT

[christina.lan13@gmail.com](mailto: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

Home Critic, 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)