

CHRISTINA LAN

Creative editor and thorough assistant editor with extensive experience in music, media, and film. Experiments with emotive visual and sonic aesthetics. Stellar techniques, 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, VIDEO, WRITING EXPERIENCE

Freelance Editor | New York, NY

- Assistant Editor for Vice+
 - Worked with the post-production team for Vice's branded team, prepping, pulling selects, finalizing edits, and qc deliverables before sending out to clients like North Face, Sapporo, Nike, and more
 - Delivered consistent files with zero QC notes and consistently kept project files organized and labeled
- Assistant Editor for ESPN docuseries, produced by Matte Projects
 - Ingested, synced footage, maintained archival file structures, and pulled selects
 - Cut rough sequences for temporary edits, sourced online footage and sfx
- Video Editor for Wild Mint, a beauty brand focused on creating cruelty-free products
 - Created launch and promotional materials, delivering over 1 million videos per ad
- Special FX editor and animator for ADE's promotional tour video
 - Edited green screen footage, using After Effects' chroma key and motion tracking
- Titles animator for non-profit Minus 45

Buzzfeed | New York, NY

Video Producer, Writer

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 voices often overlooked by mainstream media.
- Cultivated relationships with 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, and SEO optimization
- Wrote all copy for videos; previously wrote articles on the latest Beauty trends, reviewed products, and curated humorous gift guides that were hugely profitable.

PA and Coordinator | New York, NY

- Papi Juice Coordinator
 - Help manage bookings and artists, oversee merch production, and assist nightlife planning
- PA and set artist for Tinsel Design
 - Create all types of experiential set designs, often involving handiwork, soldering, and floral artwork

Music Video Producer | New York, NY

- Coordinated between 8 Brooklyn venues for "Wild Girl" by Yung Baby Tate ft. Bbymutha
- Designed the set and provided shoot support for Eva Tolkin's music video, "Honey."

Art Direction | New York, NY

- Pussy Power Volume I: directed NYC photoshoots featuring three local artists
- Directed and produced social content for ongoing Dirty Lemon beverages