



YESSY ZENG

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EDUCATION

THE UNIVERSITY OF TEXAS
AT AUSTIN
B.S. in Advertising
B.S. in Radio-TV-Film
Business Certificate
May 2018

SKILLS

Adobe Premiere, Photoshop,
Lightroom, Acrobat
Procreate
Microsoft Office/G-suite
Showbiz
Truck/minivan driving
Conversational Chinese

AWARDS

2018 4A's MAIP Fellow
2014, 2016 Dean's Honor
List

VOLUNTEER

Taiwan AID Summer Program:
English teacher at Chung Der
Junior High
SUMMER 2016

SXSW Film, Music, &
Interactive Festival:
Film Venues Crew,
Special Venues Crew
2013, 2014, 2015

World Vision's 30 Hour
Famine:
Head Coordinator at Austin
Chinese Church
SPRING 2014

Austin Humane Society
FALL 2012-SUMMER 2014

OBJECTIVE: Multidisciplinary creative producer/editor + content creator seeking experience in entertainment/broadcast media

WORK EXPERIENCE

DROGA5 NOV 2018-PRESENT
Studio & Production Coordinator New York City, NY

- Remotely coordinate international film and photo shoots for clients including JP Morgan and Accenture
- Manage client services and editorial suite schedules
- Onboard freelancers, manage SOW's, timesheets, and payroll
- Track studio expenses, process vendor invoices, and reconcile with Finance dept.
- Assist on set and pitch film edits, coordinate small shoots and internal events
- Co-founded AAPI affinity group, curate and publish monthly newsletter highlighting AAPI-related happenings in the industry

DISCORD APP JAN 2021-PRESENT
Freelance Photo/Film Producer Remote

- Art direct + shoot + edit digital brand content and memes for social media (50k+ engagement per post without paid promotion)
- Shoot + edit videos on tight timeline for Tik Tok launch, helping the brand reach 1 million followers in 1 month

SNAP INC. OCT 2020-APR 2021
Freelance Content Writer & Producer Remote

- Research trending content across social media platforms
- Develop 100+ original scripts per month, targeted to an international audience
- Head production for videos including location scouting, prop sourcing, shooting, + editing (400k+ views each)

88RISING JUN-OCT 2018
Temp Assistant Editor New York City, NY

- Wrote original scripts, sourced, + edited footage into culturally educational short form videos (100K+ views)
- Generated string-outs, selects, and rough cuts of branded content for editors
- Supported producers on productions and miscellaneous creative tasks (photoshopping album covers + merch art)

LIONSGATE ENTERTAINMENT JAN-MAY 2018
AV Creative Services Intern Los Angeles, CA

- Assisted on edits of home entertainment trailers, TV spots, and special features using Adobe Premiere
- Edited sizzle reels for internal LGBTQIA+ resource group, Lionsgate Pride

SIPS BY - ECOMMERCE STARTUP MAY-OCT 2017
Marketing Intern Austin, TX

- Art directed, shot, + edited video/photo content for Facebook, Instagram, Youtube, and website (6MM+ impressions)

KVRX AUSTIN 91.7 FM OCT 2014-OCT 2016
Photo & Video Director; Radio DJ & Host Austin, TX

- Hosted weekly radio show *Tombola*, spotlighting "none of the hits, all the time"
- Published reviews for newly released albums, produced content for social media