

YI CHEN (IAN CHEN)

A content creator who want to transcend cultural and political barriers to reach the target audience.

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KEY SKILLS

FCPX, Photoshop, Premiere, Lightroom, Media Production, Graphic Design, Content Creation, Photography

EXPERIENCE

Media Content Editor, ET New Media Holding Co., Ltd., Taipei, Taiwan 09/2021-01/2022

ET New Media Holding Co., Ltd. is the biggest digital media company in Taiwan.

- Edited audio content with **Audio** and **iZotope RX** to remove unnecessary words, moments, or pauses to make the story flows work. "I'm on the scene of crimes," the show I edited, had been one of the **Top 10 podcast series** in Taiwan.
- Edited the short clips of podcast programs with **FCPX** to add visual effects, memes, and graphics. One of the clips I edited, "Explore cars with Sean: EP61," has gained **over 100k views** on Youtube.

Production Assistant, Lambda Films, Taipei, Taiwan 09/2020-01/2021

Lambda Films is an advertisement video production company.

- Assisted the film and production team with **problem solving and critical thinking** skills to make share they have everything they need to perform their jobs on sets.
- Provided references and ideas for pre-production meetings with **content strategy** skills to ensure the brief and client expectations aligned with the creator's treatment and execution.
- Used **Data Analysis and User Research** skills to give **competitor analysis reports** which help the company win the projects from **Estee Lauder**.

Social Media Marketing Intern, WebTVAsia Taiwan, Taipei, Taiwan 06/2020-09/2020

WebTVAsia is the world's biggest MCN company.

- Produced and edited the show, YOGA with Tori, with **content creation** skills and **Premiere**. The show has gained **over 855K followers** on Facebook.
- Filmed and Photographed the products with **Sony a7II** and edited them with **Premiere** and **Photoshop** to make social media promotional materials.
- Managed social media posts in China with **crisis management** skills to prevent political conflicts. The Weibo account had gained **over 10k followers** during my management.

Social Media Marketing Intern, Kaleidoscope Digital Consulting Co., Taipei, Taiwan 06/2019-09/2019

Kaleidoscope Digital Consulting Co. is an integrated marketing company in Taiwan.

- Edited social media posts with **copywriting** skills and designed the graphics with **Illustrator and Photoshop**.
- Helped the client, Genpel, manage its website and Facebook fan page with **Google Ads and Meta Ads** to enhance the **CTR, CVR, and SEO**. The CTR of advertisement clips had **increased from 5% to 25%** during my management.

CERTIFICATE

Google UX Design Professional Certificate, Coursera 01/2023

Google Data Analytics Professional Certificate, Coursera 01/2023

EDUCATION

University of Washington, Seattle, WA, USA 09/2022-03/2024 *expected*

- Master of Communication in Digital Media
- Relevant Courses: Copywriting Fundamentals for Marketing (3.8/4.0GPA), User Research & UX Strategies (4.0/4.0GPA)

Zhejiang University, Hangzhou, China 09/2017-06/2021

- Bachelor of Arts, Journalism (3.66/4.0GPA)