

## EXPERIENCE

### Freelance, New York, NY

Video Producer: April 2021–Present

- Manage end-to-end production of short-form video assets for creative clients including choreographers, musicians, fashion designers, and chefs
- Develop distribution and outreach strategies across Instagram, Facebook, and YouTube
- Coordinate documentary shoots and streamline on-set production workflows

### BBC Studios, New York, NY

Freelance Video Content Assistant: June 2021–October 2022

- Contributed to the BritBox South Africa launch, editing and exporting distribution masters across a catalogue of over 2,500 titles to meet the launch window deadline
- Turned around high-volume compliance passes (ad-break edits, slates, spec QC) on up to 30 assets per day to meet SVOD, FAST, and EST delivery deadlines
- Maintained version and metadata trackers to support file deliveries and distribution
- Troubleshoot caption and compliance issues in communication with the Content Localisation Specialist to maintain delivery integrity across batches

Digital Asset Management Intern: September 2020–May 2021

- Edited internal sizzle reels for high-profile stakeholders including the Business & Legal Affairs team and the company president's office
- Edited, formatted, and created show artwork and video assets for compliance with client delivery specifications
- Performed caption QC and formatting for SVOD, FAST, and EST delivery
- Maintained asset inventory, metadata, and tagging in Cantemo, BBC Studios' in-house media asset management system

### Washington Square News, New York, NY

Under the Arch Deputy Multimedia Editor: January–August 2019

- Led production of editorial videos and promotional spots from concept development through filming, editing, and final upload
- Initiated content diversification by launching new formats including a docuseries, narrative fashion films, and platform-native social campaigns
- Accelerated platform engagement through collaborations with social media editors, contributing to a 53% year-over-year increase in average views on special-issue videos
- Collaborated with creative directors to refine the video style guide and thumbnail layouts, aligning branding and on-screen presentation with new content formats
- Performed video QA by testing playback and aspect ratios on desktop and mobile platforms, spot-checking for bugs

Deputy Editor for Video: September–December 2018

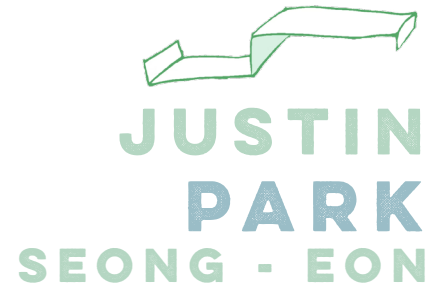
- Directed, filmed, and edited editorial videos including projects that earned the NYU Center for Student Life Best Multimedia award
- Wrote titles, descriptions, and packaging copy for videos published on YouTube and the WSN website
- Edited images and wrote caption copy for WordPress articles, managing SEO and URL verification
- Expanded video presence in the newsroom by launching multiple recurring video series, recruiting and coordinating a team of staff and contributing videographers

## ACTIVITIES

### Coffee Club at NYU, New York, NY

Photography Director: September 2019–March 2020

- Managed Instagram and Facebook accounts while maintaining a weekly content calendar aligned with event programming and campaign timing
- Conceptualised platform-specific creative assets, then photographed on-campus and off-site events to build the club's visual library
- Wrote captions in a consistent brand voice, incorporating strategic hashtags and partner account tags to support reach and community engagement
- Responded to audience enquiries and inbound collaboration requests via direct message



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## SKILLS

### Adobe Creative Cloud

Premiere Pro, After Effects, Photoshop, InDesign, Media Encoder, Bridge

### Post-Production Operations

### and Digital Asset Management

Google Workspace, Airtable; metadata and version trackers; Cantemo; caption formatting and QC

### Equipment Operation

Mirrorless cameras; gimbal stabiliser; basic three-point lighting; audio (shotgun/lav)

### Web Production and CMS

WordPress (nyunews.com newsroom); Wix (portfolio designed without templates)

### Projection Mapping

MadMapper, Resolume Avenue

### Languages

English, Korean, Mandarin, French

## EDUCATION

### NYU Gallatin School of Individualized Study, New York, NY

B.A., Individualized Major concentrating on "Reality and Fantasy"  
Minor: Psychoanalysis and the Humanities  
May 2024

## SELECTED HONOURS

### NYU Center for Student Life

### Awards

Best Multimedia in Washington Square News 2019

### Heartland International Film Festival

High School Film Competition: Indy Narrative Winner 2018; Indy Documentary Winner 2017