

Yixin Cen

Video & Creative Producer

yixincenwork@gmail.com
(347) 685-3617
LinkedIn/yixincen/
yixincen.com
New York, NY 11206

Education

**Master of Fine Arts,
Design and Technology**
Parsons School of Design,
New York, US

**Bachelor of Arts,
Fashion Management**
University of the Arts London,
London, UK

Areas Of Expertise

Video Content Production/Editing
Team Leadership
Film & TV Production
Project Management
Audience Engagement
Production Supervising
Effective Communication
Budgeting
Agency Environment
Social Media Trend

Technical Proficiencies

Adobe Creative Suite,
DaVinci Resolve
Google Suite,
Microsoft Suite (Word & Excel), Slack,
Trello, Asana, Notion
DSLR/ CINEMA Camera,
AICP, Hot Sheets, Wrapbook,
Frame.io

Experience

Freelance, New York City, NY (2018 – Present)

*Producer / Assistant Director (Media Production)
Video Editor (Media and Brand)*

Maintain consistent partnerships with renowned brands and talented individuals, including McKinsey & Co, Samsung, and other notable talents, for media production initiatives. Support and edit diverse video content, including short films, trailers, commercials, and social media content for clients, such as New York Post, Tencent, Wall Street Journal, and NASDAQ. Manage scheduling and improve coordination of shoots with social media influencers.

Key Achievements:

- Boosted user engagement by editing digital videos through advanced editing techniques, color correction, audio mixing, and special effects.
- Edited a video that achieved millions of views on YouTube and TikTok.
- Produced high-quality video content for brands and streaming on top media platforms.

On Board Experiential, New York City, NY (2023 – 2023)

Producer / Videographer/ Editor

Administered all aspects of editing to craft captivating and relatable end results. Utilized in-filed exposure to envision and present concepts/ideas for video content.

Key Achievement:

- Produced, videographed, and edited comprehensive event recap videos for prominent brands including Nike and Sephora, showcasing highlights and key moments.

Convicts Studio, New York City, NY (2021 – 2023)

Producer / Editor

Leveraged proven expertise for line producing and production management, as well as producing/editing commercials, branded content, and social media videos for clients, like KPMG, Afterpay, Spotify, St. John Knits, Mt. Sinai, Estée Lauder, and CashApp.

Key Achievements:

- Led all facets of commercial production for clients to promote products and services.
- Supervised edits and piloted innovative video content for diverse brands.
- Managing large crew from pre-production to post-production.

OX3 Production, New York City, NY (2015 – 2017)

Producer-Director / Videographer / Editor

Led documentary series focused on the technology and finance industry. Managed post-production process, increasing procedural efficiency. Edited several series to increase attraction. Optimized viewer engagement by supervising post-production and editing episodes.

Key Achievements:

- Spearheaded web-based shows that gained substantial viewership within the Asian market, attracting millions of views.
- Garnered over 2M views by driving Asian market growth with captivating web content.

Additional Experience: *Content Creator*, EME Hive