Xiangjun Lou

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**EDUCATION**

**Academy of Art University**

Master of Motion Picture & TV, MFA Sept 2021 - May 2024

**Boston University**

Bachelor of Film & TV, Communication Sept 2017 - May 2021

**WORK EXPERIENCE**

**Echo Entertainment Corporation** Jan 2022 -May 2024

*Operations Manager*

* Responsible for operating the Echo Script Performance Studio, managing more than 50 company members, and fully participating in the directing and interpretation of all emotional scripts, including script writing, promotional video shooting, actor rehearsal and line memorization, etc., successfully attracting more than 20,000 customers.
* Write and publish promotional copy and photos for media platforms, coordinate and arrange members to shoot short videos, and increase brand awareness and user interaction rate.
* Manage customer service accounts, respond to customer inquiries and feedback in a timely manner, design and implement promotional activities, and increase customer satisfaction and sales.

**Hangzhou Honghua Digital Technology Company (Internship)** Jun 2023 - Sept 2023

*Operations Assistant*

* Participate in the production of the English official website of the company, including designing the web interface, planning content, providing icons, etc. Communicate with customers in a timely manner to improve the design of the official website and continuously improve the page.
* Independently plan and shoot the promotional video for VegaPress Mini printing press, including pre-conception, script writing, shooting alone, lighting, post-editing and soundtrack, etc., and post-produce the promotional video for the company and deliver it to the customer.

**Beijing Xinghe Shangshi Film and Television Studio (Internship)** Mar 2021 - Jun 2021

*Editing Assistant*

* Participated in the production of the trailer and episode editing of the web series "Hello, Gentlemen". Responsible for organizing materials and rough editing of episodes. Participated in the editing of Tiktok advertising videos.
* Independently complete the editing of short advertising videos according to the company's requirements, including screen editing, postdubbing, post-processing and sound effects.

**Jinhua TV Station (Internship)** May 2020 - Sept 2020

*Editing Assistant*

* Participate in the production of news materials for TV station news columns and organize nearly a thousand pieces of materials. Completely edited the Jinhua City promotional video "Wuzhou" and published it on YouTube.
* Conduct follow-up interviews with the news crew, record interview highlights and photos, copy and organize the filmed materials, name them, color rough cuts, connect with various departments, communicate and coordinate to ensure video quality.

**ACADEMIC PROJECT**

**Los Angeles International Fashion Super Model Competition**  Nov 2022- Jan 2023

*Photography & Video Editing*

* Participate in the entire IFSM photography process and serve as the competition editor, responsible for integrating the photography materials of various photographers, working video editing, and overall competition video editing.
* Participate in the team's creative sharing and video content planning and discussion, conceive creative videos, collaborate with the director to write and compile video scripts, and independently complete more than 10 scripts.

**San Francisco Fire Department Public Information Campaign** May 2023- Sept 2023

*Editor*

* Produced the promotional video “Don’t Be A Bystander” for the San Francisco Fire Department.

**SKILLS & INTERESTS**

* **Skills**: Operate Chinese TikTok individual account alone, with 61,000 fans, a maximum of 320,000 views, and 185,000 likes. Photoshop, Premiere, Davinci Resolve, Audition, Figma, Wix. Rich experience in team formation and expansion and project management
* **Languages**: Mandarin (native), English, Japanese