



Zhongyang Lyu

Editor / Filmmaker
Visual Storyteller

Lyuzhongyang.com

PROFILE

A visual storyteller with an international background and a demonstrated history of industrial practices

SKILLS

Adobe Pr/Ae/Ps/Ai/Au
Avid Certified User
Avid ProTools
DaVinci Resolve
Photography
Graphic Design
Multimedia Planning
HTML & CSS
Mandarin / English

CONTACT

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Downey, CA. 90241

WORK EXPERIENCE

FREELANCER, SMGNEWS

October 2021 - July 2022

- Constructed story outlines, designed Itinerary plans, managed budget, booked equipments and directed episodes for a documentary TV series *Junior Edison*.

FREELANCER, WONDERSHARE TECHNOLOGY

April 2021 - July 2021

- Directed, produced and edited street interviews across Los Angeles promoting their editing software, *Filmora*.

CONTENT CREATOR, MIZZOU NETWORK

January 2017 - January 2019

- Wrote, filmed and edited college league athlete profiles, event commercials and game intro-videos.
- Produced multi-platform content for social media accounts.

VIDEO PRODUCER,

NATIONAL STUDENT ADVERTISING COMPETITION

August 2017 - July 2018

- Crafted a campaign to make Ocean Spray relevant to a younger audience.
- Placed 3rd in Nationals and inspired real-world works.

INTERN, McCANN PRAGUE

June 2017 - July 2017

- Conducted a comprehensive global campaign for Velkopopovicky Kozel Brewery with teammates.
- Composed storyboards for a television commercial that promoted the brand vision.

EDUCATION

CHAPMAN UNIVERISTY

August 2019 - August 2022

- Master of Fine Arts (Film Production - Editing Emphasis)

UNIVERSITY OF MISSOURI, Cum Laude

August 2014 - December 2018

- Bachelor of Journalism (Strategic Communication)
- Bachelor of Arts (Film Production)

LEADERSHIP

INTERNATIONAL REPRESENTATIVE,

THE DODGE COLLEGE GRADUATE STUDENT COUNCIL

June 2020 - August 2022

- Worked with administration to create policies and procedures that enabled students to film projects safely during the Covid-19 pandemic and arranged PPE donations from outside vendors to offset increased costs.

PRESIDENT,

MU CHINESE STUDENT AND SCHOLAR ASSOCIATION

May 2017 - May 2018

- Corresponded with Chinese Consulate and University administration in order to help the newcomers adapt to the new environment.
- Led teams on various programs including Spring Festival Gala, MyzouMyvoice singing competition, and MU Confucius Institute anniversary.
- Reached out to clients including AT&T, Bank of America and Mercedes-Benz for sponsorships.