

Xinyi Song



Contact info



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Summary

- ◆ A versatile TV and media content creator with 5 years of industry experience making documentaries, short videos, livestream shows, and commercials, from both conceptual and executional level. Help various corporations on marketing promotion by delivering video productions.

Experience

Program and Filmmaker Coordinator, DC Chinese Film Festival - *part time*

Remote

Apr 2018 - present

- ◆ Liaise with filmmakers for submissions, awards, DCP and marketing assets delivery.
- ◆ Assist research on potential publicity partners.
- ◆ Interview filmmakers, shoot and edit videos needed for the event.

Editor/Livestream Director, CGTN

Beijing, China

May 2019 - Aug 2021

- ◆ Directed 3 livestream programs: COVID-19 Frontline, The Chat Room, and Campus Crawl, generating over 300 million online views.
- ◆ Communicated with internal divisions and external partners for production delivery and tracking.
- ◆ Monitored live feeds, gathered news sources and pitched news stories; contacted domestic reporters and foreign correspondents for live news coverage.
- ◆ Explored and developed guest recourses; maintained relationships with existing guests.

Freelance Video Editor, China Plus

Beijing, China

Dec 2018 – Apr 2019

- ◆ Edited 2 episodes of a documentary series called Friendship Known No Borders, to convey stories between Chinese and African individuals.
- ◆ Transcribed interviews and communicated insights about compelling storyline with the director.

Program Digital Editor, Tasly Pharmaceutical Inc.

Rockville, MD

Mar 2018 – Nov 2018

- ◆ Created promos and animations for branding, increasing member registrations by 100%.
- ◆ Maintained the corporate website and managed all digital assets.

Video Producer/Video Editor, One Media

North Bethesda, MD

Feb 2016 – Oct 2017

- ◆ Produced and directed a 10-episode lifestyle video series, increased followers on WeChat channel by 30%.
- ◆ Researched potential topics, wrote scripts and narrations for the video series.
- ◆ Shoot and edited a wide range of projects including street interviews, news, short videos, promos.
- ◆ Translated all English video content into Chinese and provided subtitles.

Awards

- ◆ Media Convergence Innovation Award, China Media Group (CMG) 2020 Outstanding Work (*Role: Livestream Director*)
- ◆ Third place in Media Convergence Work, CMG 2019 Outstanding Work (*Role: Livestream Director*)
- ◆ Silver prize of Student Production, 2018 TIVA Peer Awards (*Role: Videographer*)
- ◆ Student Film Award, 2017 American Conservative Film Festival (*Role: Videographer*)
- ◆ Best Use of Character, 2017 48Hours Film Project, Washington DC (*Role: Video Editor*)

Education

- ◆ The American University. Master of Film and Media Arts (May 2017, GPA: 3.86)
- ◆ University of Colorado Denver. Bachelor of Communication (May 2015, GPA: 3.78)