

# shuang bright

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shuangbright.com

## Work Experience

### **Video and Content Lead: Peter Thomas Roth Sept 2017 – Present**

- Lead pre and post video production including filming, editing, and creative direction.
- Work across all advertising channels—including social and online.
- Collaborate with key partners at Sephora, Ulta and QVC.
- Execute and produce product and model photography.
- Manage casting for photo and video shoots.

### **Social Strategist & Content Associate: MÜN May – Sept 2017**

- Executed and shot images for digital platforms.
- Scheduled content for social media channels.
- Strategized growth marketing and community engagement.

### **Social & Event Intern: Milk Makeup Feb – June 2017**

- Presented visual ideas, drafted content, captions, and brand stories for social media platforms and campaigns.
- Assisted event team in researching venues and brand activation.
- Assisted in the execution of Milk Makeup's first BeautyCon.

### **Digital & Social Intern: Peach & Lily Jan – Sept 2016**

- Helped establish startup's social media presence via content production and competitive researching.
- Directed and managed social media outreach for skincare campaigns.
- Executed and shot iPhone photos.

### **Founder: Magical Girl Clothing Sept 2012 – Aug 2016**

- Independently founded online clothing company with 6K followers.
- Managed all aspects of advertising, including photography, brand vision, and management.
- Netted over \$5K in profit within the first fiscal year.

## Education

**New York University, BA Communications**

## Skills

Premiere • After Effects • Photoshop • Illustrator • Lightroom •  
Dash Hudson • MailChimp • Google Analytics • Tribed • Onlypult  
• Cooking Spicy Food • Small Talk

## Why Me

I work hard. I learn quickly. I stay late. Most importantly, I will never ask you the same question twice.