



EDUCATION

THE UNIVERSITY OF TEXAS
AT AUSTIN
B.S. in Advertising
B.S. in Radio-TV-Film
Business Certificate
May 2018

SKILLS

Adobe Premiere, Photoshop,
Lightroom, Acrobat
Procreate
Microsoft Office/G-suite
Showbiz
Driving
Conversational Chinese

AWARDS

2018 4A's MAIP Fellow
2014, 2016 Dean's Honor
List

VOLUNTEER

Taiwan AID Summer Program:
English teacher at Chung Der
Junior High
SUMMER 2016

SXSW Film, Music, &
Interactive Festival:
Film Venues Crew,
Special Venues Crew
2013, 2014, 2015

World Vision's 30 Hour
Famine:
Head Coordinator at Austin
Chinese Church
SPRING 2014

Austin Humane Society
FALL 2012-SUMMER 2014

YESSY ZENG

messyyessy.com | c: 469.288.2062 | co.yessy@gmail.com
New York City

OBJECTIVE: Multimedia creative consultant
seeking experience in entertainment/broadcast media

WORK EXPERIENCE

DROGA5

Studio Coordinator, Producer

NOV 2018-PRESENT

New York City, NY

- Remotely produced an international global recruiting campaign for client
- Manage client services and editorial suite schedules
- Schedule and onboard freelancers, manage SOW's, timesheets, and payroll
- Track studio expenses and reconcile with Finance department
- Assist on set and with pitch film edits, coordinate small shoots
- Coordinate internal events
- Co-founded AAPL affinity group, curate and publish monthly newsletter

SNAP INC.

Freelance Content Writer

OCT 2020-PRESENT

Remote

- Write and edit original short form scripts, 10-20 seconds of various content for testing, targeted to an international audience
- Produce and release selected scripts (400k+ views each)

88RISING

Temp Assistant Editor; Intern

JUN-OCT 2018

New York City, NY

- Wrote original scripts, sourced and edited footage into culturally educational short form videos (100K+ views)
- Generated string-outs, selects, and rough cuts of branded content for senior editors
- Assisted with office tasks and productions

LIONSGATE ENTERTAINMENT

AV Creative Services Intern

JAN-MAY 2018

Los Angeles, CA

- Assisted on edits of home entertainment trailers, TV spots, and special features using Adobe Premiere
- Edited internal trailers for Lionsgate Pride, a resource group for LGBTQIA+ employees

RED LIGHT MANAGEMENT

Intern

JAN-MAY 2018

Los Angeles, CA

- Production assistant for Disney Junior Dance Party national tour during auditions through final rehearsal
- Managed street teams, communicated with tour venues and promoters, managed artist merchandise shipments
- Assisted with office tasks

SIPS BY - ECOMMERCE STARTUP

Marketing Intern

MAY-OCT 2017

Austin, TX

- Produced video/photo content for Facebook, Instagram, Youtube, and website (6MM+ impressions)

KVRX AUSTIN 91.7 FM

Photo & Video Director; Radio DJ & Host

OCT 2014-OCT 2016

Austin, TX

- Curated playlists spotlighting "none of the hits, all the time", operated soundboard, hosted weekly radio show *Tombola*
- Published reviews for newly released albums
- Produced content for social media