



415-583-5393



chelseage@hotmail.com



www.chelseage.com

CHELSEA GE

Bilingual Reporter & Video Journalist

Education

MA, Communications and Media Technologies
Academy of Art University
Jan 2019 - Dec 2020

MA, Fashion Merchandising
Academy of Art University
Sep 2016 - Dec 2019

BA, Fashion Marketing and Management
Northumbria University
Sep 2006 - May 2009

Expertise

- Media Productions
 - Videography
 - Video Editing
 - Motion Graphics
 - Photography
 - Photo Editing
- Writing
 - Journalism
 - Scriptwriting
 - Content Writing
- Marketing
 - Retail Campaigns
 - Social Media
 - Event Marketing
 - Collateral Management
- Communication Skills
 - Interview
 - Negotiation
 - Public & Media Relations
 - Cross-Team Collaboration
- Critical Thinking
 - Planning and Budgeting
 - Research and Evaluation
 - Problem Solving
 - Decision Making

Language

- English
- Mandarin

Work Experience

World Journal

Jan 2023 - Feb 2025

News Reporter / Video Producer

- Covered local news on various topics, providing in-depth reporting and analysis to inform the community.
- Researched and developed feature stories and special projects.
- Captured and edited newsworthy photos for print, web, and social media.
- Produced video content, including one-on-one interviews, mini-documentaries, event highlights, and more..
- Built a strong network of contacts for comprehensive reporting.
- Collaborated with Account Executives to create client-paid content aligned with editorial and marketing goals.

Sky Link TV

Nov 2021 - Dec 2022

News Reporter

- Wrote, edited, and produced news stories for the evening newscast, online, and social media in a fast-paced environment with tight deadlines.
- Covered press events, conducted news interviews, and shot and archived news footage.
- Managed multiple assignments at once while maintaining accuracy and attention to detail.

Chinese Performing Arts of America

Apr 2021- Mar 2022

Videographer/ Video Editor

- Conceptualized and pitched bilingual video story ideas in English and Mandarin
- Produced, filmed, and edited videos for the organization's YouTube channel
- Created event recaps, promotional content, and feature stories
- Managed full-cycle production including scriptwriting, lighting, and post-editing
- Delivered polished final cuts under tight deadlines

Carnival Ltd.

Jun 2013 - Aug 2015

Marketing Manager

- Led a team of five to manage marketing for nine fashion brands.
- Created tailored marketing strategies, plans, and budgets for each brand.
- Generated data-driven reports and analyses to track and evaluate marketing activity outcomes.
- Collaborated with internal cross-functional teams and external partners.
- Coordinated the design, production, distribution, and installation of marketing materials, including billboards, lightboxes, posters, catalogs, digital content, and promotional items.
- Oversaw the planning and execution of promotions, events, and retail campaigns to enhance customer experience and drive sales.
- Established brand social accounts and developed social media strategies to boost engagement.
- Led social media campaigns, influencer partnerships, and content creation.