CHELSEA GE

Video| Branding| Marketing

📞 415-583-5393   ✉ chelseage@hotmail.com   🌐 chelseage.com

SKILLS

- Adobe Premiere
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Microsoft Suites
- DSLR Camera Operation
- Script Writing
- On-Camera Talent

LANGUAGE

English/Mandarin

EDUCATION

Academy of Art University
San Francisco, CA.
Jan 2019 - Dec 2020
MA, Communications and Media Technologies

Academy of Art University
San Francisco, CA.
Sep 2016 - Dec 2018
MA, Fashion Merchandising

Beijing Raffles Academy
Beijing, China
June 2006 - May 2009
BA, Fashion Marketing and Management

ACHIEVEMENT

Best Producer Award
Academy of Art University 2020

EXPERIENCE

Academy of Art University   Feb 2020
"2020 Chinese New Year TV Special"
- Co-Producer, Writer, Edtior
- Segment producer

PH Wanjia, Beijing, China   Jan 2020 (Contract)
Branding Video "Hypebeast Nightclub in Beijing China"
- Producer, writer, and editor

Carnival International Ltd., Beijing, China   Jun 2013 - Aug 2015
Associate Marketing Manager
- Led a team of five
- Created marketing plans and budgets
- Developed retail marketing strategies
- Ensured that all marketing activities were executed appropriately
- Negotiated and coordinated with other departments, partners, and vendors
- Worked closely with PR agency to increase brand awareness and visibility
- Directed the planning and execution of marketing events

Carnival International Ltd., Beijing, China   Jul 2011 - May 2013
Public Relations Assistant
- Coordinated television, magazine, and website content
- Developed and maintained relations with media contacts
- Cataloged media product placement

Dover Street Market, Beijing, China   Apr 2011 - Jun 2011
Fashion Stylist
- Styling customers clothing and accessories purchases
- Providing excellent customer service and product knowledge

Dong Fang Tian Chuang Ad Company, Beijing, China   Mar 2010 - Feb 2011
Fashion Editor
- Planning and production of fashion editorials
- Working one-on-one with clients to ensure success