

Lori Yingge Yang

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Education

Master in Ethnographic and Documentary Film at University College London (Distinction)	09/2019-10/2020
Core Courses: Storytelling; Practice Film Project; Film Marketing Strategy	
Bachelor in Journalism at Shanghai University (GPA: 3.58/4.0)	09/2014-07/2018
Core Courses: Communication Theory; Journalism Practice; Advertisement Production; Digital Media Study	
Exchange Programme at Kölner Journalistenschule für Politik und Wirtschaft e.V.	09/2017-11/2017
Core Courses: European Media Ecology	

Professional Experience

Project Director and Filmmaker (Direct, Shoot and Edit), London, UK	03/2020-Present
<ul style="list-style-type: none">· Experienced self-shooting director skilled in managing projects from start to finish;· Creating and editing engaging social media content for UWE, Blue Market to increase brand awareness and engagement;· Produced internal communication films for Spitfire Audio to support community building and enhance brand loyalty;· Strong communicator with the ability to build relationships with a variety of partners, including sponsors, companies, charities, universities, and residents.· Proven track record securing funding from prestigious organizations (BFI, Barbican, ICA, EU, Historic England);	
Multimedia Journalist at PhoenixCNE TV, London, UK	09/2020-12/2020
<ul style="list-style-type: none">· Skilled in researching and analyzing news in the UK to identify topics that are both interesting and relevant to the Chinese audience; Experienced in news and advertising for WeChat platform· Made news videos and wrote articles that has resulted in consistently high readership, having published 92 contents on Wechat, with each article averaging around 1k readers and two articles achieving over 100k readers each.	
Assistant at Youtube Originals, London, UK	08/2020-03/2021
<ul style="list-style-type: none">· Conducted market research in China to source potential characters and stories for use in marketing campaigns and documentary development;· Collaborated with legal teams to obtain image rights of characters and properties for use in marketing materials, ensuring legal compliance.	
Media Manager at Computer Resource Cairns, Australia	03/2019-09/2019
<ul style="list-style-type: none">· Created and edited video content for the company's Facebook page to promote new products, and managed customer messages in response;· Designed and maintained the company website, updating images and copywrites to ensure fresh and relevant content.	
Intern at CNBC TV, Shanghai, China	01/2018-05/2018
<ul style="list-style-type: none">· Conducted audience research and analysis, generated reports, and collaborated with marketing team to develop effective social media content.· Translated and copywrote advertisements with a deep understanding of cultural nuances and target audience.	

Activities

Event Assistant	Sine Screen in London, UK	05/2021-Present
Communicate with cinemas and negotiate screen hire price and box office splits, Purchase screening license; Applied BFI and Barbicane funding, Delivery marketing material; Supervise projecting, Host Q&A and network events		
Program leader	Campus Media in Shanghai, China.	05/2015-07/2017
Led successful campus media team in Shanghai University with the support from SMG, managing and training 50+ student journalists to produce quality news for social media platforms such as Weibo, Renren, Wechat and Pear Video.		

Skills

Core: Multimedia Storytelling, Cross-Cultural Communication, Marketing, Audience Analysis

Language: English Professional (C1); Mandarin (Native Speaker)

Tech: Videography, Photography, Graphic Design

IT: Adobe Premiere. Photoshop. Illustrator. PEAPER, Word press, WeChat public platform, Instagram, Facebook, Tiktok

Awards and Scholarships

05/2017 Best Journalist of year in the 1st Shanghai Student Journalism competition

08/2015 Excellence award in the 8th National College Student Advertising Competition

TESTIMONIES

“I have known Lori for 3 years now as a student and also as an employee on my latest film. Lori is extremely driven, reliable and a talent who has flourished during her employment. She is innovative, generous and has all the required attributes to succeed at the highest level.”

--Marc Issacs, Director, Ghost Pictures

“Lori is very organized and always helpful, have made big contributions to every step of the production. Hard-working, talented, and kind.”

--Lydia Emmi Kivinen, Producer, Ghost Pictures

“She has an eye for capturing beautiful moments in daily life. Very organized. Great communicator.”

--Grace Colebeck-Smith, Head of Projects, People and Office, Spitfire Audio

“The way she approaches characters is so unique. She can always get intimate footage that touch everyone’s heart. We feel very lucky to find her for this project.”

--Prokopi Constantinou, Creative Director, Spitfire Audio

“Lori did a fantastic job in spite of all the difficulties in 2020 and succeeded in making a powerful portrait of the community of Lucey Way. It was a pleasure working with her and watching her ideas develop and growth as a person.”

--Jeff Daniel Silva, Mentor, University College London