



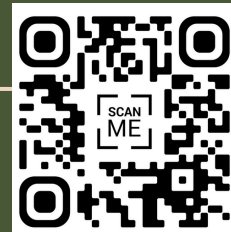
Zoe Lee (She/Her)

+1-856-398-9118

<https://zoejoumarketing.wixsite.com/zoelee-lafizzfactory>

ZoeLeeFilm@gmail.com

Los Angeles, 90025



Zoe's Website

SKILLS

- Mandarin (Native)
- English (Fluent)
- Digital Branding
- Photography
- Cinematography
- Photo Edit ( , )
- Video Edit ( , FinalCut, Capcut)
- Graphic Design ( , )
- Sound Edit (Pro Tools)
- Content Creation
- Event Organization
- Film Producing
- Office Softwares (Word, Excel, PowerPoint)
- Adobe Softwares (     )
- Social Media Managing
- Advanced PADI Diver
- Certified Lead-climbing certificate

EDUCATION

CALIFORNIA INSTITUTE OF THE ARTS (2021-2023)

- Master Degree in Film Directing

NEW YORK FILM ACADEMY(2018)

- Filmmaking Workshop

FU JEN CATHOLIC UNIVERSITY (2016-2019)

- Bachelor Degree in Mass Communication

WORK EXPERIENCE

2025-NOW

• LIVE ABC

Senior Video Content Editor

- Using video editing tools such as Premiere, FinalCut, and Capcut to Develop and edit video content for various platforms.
- Oversee the filming process and provide logistics and editing advice for the production team.
- Assist new editors with their projects and ensure their editing process and video quality are up to standards.

2025

• THE LAB-PARIS FASHION WEEK

Photographer & Videographer

- Ensure the photos and videos are aligned with the brand's visual presence.
- Capture high-quality digital content for the entire process of the show.
- Collaborate with designers and stylists to understand their visions and implement them into the development of the photos and videos.

2024

• MILAN FASHION WEEK SS24

Photographer & Content Creator

- Develop and create Fashion Week content for four different brands' : Atelier Eme, Antonio Marras, Moschino, and Emerging Talents.
- Capture high-quality images and videos of behind-the-scenes, designer previews, model fittings, or venue preparations to generate pre-event hype.
- Editing & Post-Production: Retouch images and edit video clips to create polished, cohesive content that tells the story of the show.
- Curating final images and highlight reels, into a cohesive narrative or gallery across all social media platforms and websites.



Zoe Lee

She / Her

INTERESTS

- Films
- Music
- Handicrafts
- Graphic Design
- Interior Design
- Painting
- Hiking & Camping
- Kayaking
- Kick Boxing
- Scuba Diving
- Surfing
- Photography
- Meditation
- Cooking & Eating
- Environmental Issues
- Politics
- Social Issues & Justice
- Marketing Strategy

CONTACT

☎ +1-856-398-9118

📍 1916 Glendon Ave,
Los Angeles, CA, 90025

✉ Zeeleefilm@gmail.com

2023-2024

• **MIMITAKARA / AUTOMAXX**

Content Creator, Social Media Manager

- [Develop a content strategy](#) that aligns with the company's marketing goals, ensuring a mix of promotional, informative, and engaging content that aligns with the company's marketing goals.
- [Influencers outreach](#): Maintaining and managing the collaboration between each brand and influencers.
- [Generate appealing graphic and video content](#) to enhance brand visibility and engagement.
- [Maintain a consistent brand voice and style](#) across all social media platforms.
- Use [analytics tools to measure the performance](#) of social media campaigns and overall social media performance.

2024

• **REEL SHORT**

Production Manager, Line Producer

- [Budget Management](#): Create, manage, and track the production budget, ensure that expenditures stay within the budget, and make adjustments when necessary.
- [Logistics Coordination](#): Manage logistics for the production, including organizing documents between each department, and avoid any safety concerns that might accrue.
- [Scheduling](#): Coordinate the shooting schedule, including planning for locations, talent, and crew availability. Adjust the schedule to accommodate changes and ensure efficient workflow.
- [Problem Solving and Communication](#): Address and resolve any challenges during production. Facilitate clear and effective communication across the production team.

2019-2021

• **BLUE DOT MISSION (NGO)**

Branding consultant, Social Media Manager

- Develop compelling social media [content and marketing campaigns](#). Identify and engage with local influencers to foster [strategic collaborations](#).
- Coordinate and execute events aimed at [fundraising](#) and enhancing the reach of marketing initiatives.
- [Media and Publisher Outreach](#): Using media to promote events and raise donations.
- [Community Building](#): Foster a sense of community among followers, encouraging interaction and loyalty.