



ZOE LEE

I'm a multidisciplinary content creator specializing in photography and video production. My experience spans across the fashion and entertainment industries, where I help brands bring their ideas to life through compelling visuals and stories. From concept development and pre-production to filming and post-production, I'm able to manage the entire creative process independently to deliver impactful results.

Contact

✉ ZoeLeeFilm@gmail.com

🌐 <https://www.zoeleefilmandphotography.com/home>



Skills

Photography  

Videography (Sony, Canon, RED, ARRI Alexa)

Video Editing  

Graphic Design  

Microsoft Office   

Content Marketing

Production Coordination

Community Building

Social Media Strategy

Digital Branding

Event Planning

Experience

Senior Video Editor & Content Producer

Channel: Travel Real Taiwan | August 2025 - Current

- **Grew channel from 500K to 580K in 6 months** by developing culture-focused video concepts and hooks that increased engagement and brand exposure.
- Produced and edited multiple high-impact videos with several **reaching 1M views across YouTube and social**, by crafting compelling visual stories and strong opening hooks.
- Trained and mentored new editors, **implementing standardized workflows and quality controls** to ensure consistent post-production standards.
- Use YouTube Analytics and audience insights to optimize content strategy, format adaptations, and attention-grabbing edits for different platforms and markets.

Content Creator & Photographer

Milan Fashion Week | September 2024 - October 2025

Paris Fashion Week | March 2025

- **Develop and create Fashion Week content** for different high-fashion brands such as Atelier Eme, Antonio Marras, Moschino, Emerging Talents, The Lab, and Cuble.
- **Taking photos and videos of the behind-the-scenes**, designer previews, model fittings, etc, for each brand's social media team to generate pre-event hype.
- **Structure the position of each camera** before the show to ensure every angle and moment is being captured perfectly.
- **Retouch images and edit highlight videos** to create polished, cohesive content that expresses the essence of each show.

Content Creator & Photographer

Coffee & Chill | May 2023 - February 2024 (Seasonal)

- Capturing a mix of promotional, informative, and engaging videos and photos to showcase the brand's value and create a community to maximize the growth and loyalty of our clients.
- **Influencers outreach:** Finding suitable influencers from different industries for collaboration and creating viral content. Using their platform to grow our social media followers organically **from 7k to 18k within 4 months**.
- Use analytics tools to measure the performance of social media campaigns and overall sales performance.

Education

Master of Fine Arts in Film Directing

- California Institute of The Arts (2021 - 2023). LA, USA

Bachelor of Mass Communication

- Fu Jen University (2016 - 2020), Taipei, Taiwan

References

Pietro Gusso | Technical Manager at Milan Fashion Week
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