CONNIE CHEN

PROFILE

I'm a Media Campaign Coordinator from New York City. I have 4 years of work experience in graphic design, web design, and video editing. I aspire to be a UI/UX Designer.

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🌐 Chen-Connie.com

EDUCATION

BACHELORS OF ARTS

Emerging Media, Hunter College, New York

2017-2021

EXPERIENCE

DISH MEDIA, NEW YORK, NY
Media Campaign Coordinator — 05/2022 - Present

• Supported multiple Account Executives and provided daily account management such as order entry, delivery, makegoods, invoicing and reporting for the Linear, Addressable, and Digital lines of business.
• Inputted orders that come into the company, tracking order entries, ensuring organization, and ingesting before pushing them with DealMaker Digital, Crossroads, and Tableau to reach start date requirements.
• Maintained and developed strong business relationships with clients and partners, providing great communication and help clients achieve their brand goals.
• Trained new hires in New York Office to get them up to speed on the company's workflow, software, responsibilities, and communication methods.
• Booked an estimated $100M from 2Q22 to 2Q23 across Linear, Digital, and Addressable lines of business.

NEW YORK UNIVERSITY, NEW YORK, NY
Website Designer — 01/2020 - 05/2022

• Overhauled the original oudated website for NYU Infant Action Lab and re-imagined a new modern design through Wix.
• Redesigned old graphics and videos through Adobe Photoshop, Adobe Premiere Pro, and Adobe Illustrator.
• Revamped the website with PDF files linkling to the new publications published by those involved within the Infant Action Lab.
• Collaborated with NYU Infant Action Lab research staff to dicuss the desired final site, communicated through Zoom conference calls with the Julius Silver Professor of Psychology and Neural Science for approval of changes.
• Design mobile site for lab for easy navigation on any movile devices through Wix's software.

WARNER BROS. DISCOVERY, NEW YORK, NY
CNN Image & Sound Intern — 06/2021 - 08/2021

• Cut highlights from an archive of previously aired CNN shows for the new CNN Imae & Sound Reel.
• Aired gfx edits created on Adobe AfterEffects from "Outfront with Erin Burnett" show.
• Created soundbites, vo, stillstring, and donut edits for Anderson Cooper 360, Chris Cuomo Primetime, Fareed Zakaria GPS, HLN, and Outfront with Erin Burnett based on the requests from producers.
• Edited packages on Adobe Premiere for CNN Primetimes and Don Lemon fir air.
• Designed a graphic email template for CNN's LINK's weekly email blasts and wrote an article on COVID-19 at the Tokyo Olympics 2020 for the CNN LINK website.

HUNTER COLLEGE, NEW YORK, NY
Graphic Design & Web Content Techtern — 08/2019 - 05/2021

• Produced content and graphics through Creative Suite applications such as Photoshop and Illustrator, updating the Hunter College Film & Media website regularly with updated content.
• Aided the Senior Web Development CLT in moderating all media events within the department by creating sliders and posters to display through campus.
• Updated the Film & Media Department website with new posts from the updated monthly Department newsletter through WordPress.
• Led the production of graphics for media related events through posters, digital banners, and video edits.
• Coded with HTML, CSS, and Javascript to produce the Film & Media undergraduate showcase website.

SKILLS

ADOBE SUITE	MICROSOFT SUITE
HTML/CSS	JAVASCRIPT
MEDIAOCEAN SOFTWARE	SOCIAL MEDIA MANAGEMENT
UI\UX DESIGN	QUADLINGUAL