

Hannah Chung

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EDUCATION

University of California, Riverside, Riverside, CA
Bachelor of Arts in Media and Cultural Studies

September 2017-June 2021

EXPERIENCE

Hypebeast, Los Angeles (*Remote*)
Full Time Video Editor

July 2023-Present

- Utilize Premiere Pro to video edit [short form videos](#) referencing [streetwear](#), [music](#), [artists](#), [fashion](#) under [social deep dives](#), [day in the life](#), [process](#), and [other](#) franchise specific disciplines
- Film + produce content on site/remotely surrounding curated artists and recap moments from events such as NY/LA/UK/MILAN [Fashion Week](#), Hype Flea, Camp Flog Gnaw, Complex Con +
- Pitch and produce QTBIPOC+ artists, creators and events to be featured on the main Instagram social reel page
- Edit long-form [editorial](#) videos with 3+ revision rounds while incorporating foley, self-filmed content and sourced assets

Meta (Instagram), Los Angeles CA
Product Content Curator and Operator on IG Reels US Team

December 2021-July 2023

- Curated and reviewed 100,000+ Reels with a focus on digital trends, entertainment, news, pop culture commentary and discourse, music, queer diversity and inclusion, struggles in POC and lower-income communities within Gen Z scope
- Filmed on-site and video edited short form live recaps (SFV) for cultural moments like [Met Gala](#), [WNBA](#), [NFL](#), [Comic-Con](#)+
- Curated + pushed QTBIPOC+ and size diverse creators across platforms to determine engagement, and trend shelf-life
- Analyzed Gen-Z behavior in SFV platforms to identify emerging creators and trends for partner and acceleration projects

KYRA Media, Los Angeles CA
Video Editor (Freelance Monthly)

August 2021-September 2022

- Video edit 2+ script-based, [short form videos](#) per day referencing gen-z culture and necessary social conversations
- Source/curate editorially strong social media content to compile into videos gen z, pop culture, music and fashion
- Integrate trends, content creators of diverse backgrounds, viral moments, and pop culture into curated and trendy content

Associated Students Program Board, Riverside CA
Marketing Chairperson/Social Media Manager

March 2018-June 2021

- Facilitated team of 60+ with budgets \$3 million+ to market large scale concert events with in-house creative+program team
- Designed concert posters/graphics, short videos and social media brand assets for clients like YG, Kaytranada, Lil Baby+
- Oversaw+administered website and social media platforms (20k followers) encompassing 20+ quarterly design projects, promotional merch, social media content *resulting* in increase in following, event engagement and off-campus traction
- Designed+executed marketing campaigns using Facebook, Instagram, Twitter (X), Tik Tok, and Gmail for 25,000+ students

SKILLS

- Advanced in Adobe Suites Programs (Photoshop, Illustrator, After Effects, InDesign, Adobe Premiere Pro) (Canva)
- Advanced in Video Editing/3D Animation Software in MAC OS (Final Cut Pro X, Adobe Premiere Pro, Blender)
- Advanced in Communication Apps (Microsoft Teams, Zoom, Slack, Google Apps, Trello)
- Fluent in Social Media Applications (Tik Tok, Instagram, Twitter, LinkedIn, Facebook)
- Fluent in Drive Apps (Word, PowerPoint, Excel) (BOX, Google Drive, Dropbox) (Frame.io, WeTransfer)

ORGANIZATIONS

Lava Market, Co-founder + Marketing

April 2022-Present

- Spearhead and create [heavily intentional marketing posts](#), [videos](#), reels/tiktoks, marketing strategy, post structure to widespread [details](#) about events that accumulate in 2k+ people per event
- Film content on-site and day-of-event to produce high quality post event recap videos, reels and tiktoks of night market
- Work with LA venues and branded sponsors such as Julie, Guayaki Yerba Mate, Juneshine, Pocky, Makku and more