

YINING (ANGEL) WANG

MULTIMEDIA CONTENT PRODUCER | CREATIVE DIRECTOR | MARKETING STRATEGIST

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PROFESSIONAL SUMMARY

Creative Marketing Specialist and Multimedia Content Producer with a fresh academic foundation in design and brand storytelling from Harvard Graduate School of Design (MDes, May 2025). As a recent graduate, I bring a unique perspective that blends rigorous academic training with 5+ years of hands-on freelance and internship experience in content creation, brand communication, and campaign execution. Skilled in producing multimedia content that drives measurable engagement—including boosting social visibility by 30%+ and delivering 450+ projects for clients across technology, higher education, and the arts. Bilingual in English and Mandarin, with a proven ability to bridge creative vision and analytical strategy to craft compelling marketing narratives for diverse audiences.

CORE COMPETENCIES

- Creative Marketing & Brand Strategy
- Content Development & Storytelling
- Campaign Management & Audience Engagement
- Social Media Marketing (Instagram, TikTok, YouTube)
- Video Production & Editing (Adobe CC, DaVinci Resolve, Final Cut Pro)
- Market Research & Customer Segmentation
- Multicultural & Bilingual Communication (English/Mandarin)
- Stakeholder Engagement & Cross-Functional Collaboration
- Project Management & Workflow Optimization
- Emerging Tech in Marketing (AI tools, Smartlead.ai, CRM platforms)

PROFESSIONAL EXPERIENCE

CYSANA / CONATIX | Remote

Jul 2025 – Present

Marketing & Communication Intern

- Produced investor-focused video content using AI tools, simplifying complex cybersecurity solutions.
- Enhanced product launch messaging through animated content and integrated cross-channel video strategy.
- Designed investor email campaigns via Smartlead.ai, leveraging market research and tracking outreach in Close CRM.

HARVARD ART MUSEUMS, MATERIAL LAB | Cambridge, MA

Sep 2024 – Present

Media Specialist - Creative Marketing

- Captured and produced content for 100+ artist-led workshops and events, driving higher public engagement.
- Developed monthly recap videos for Instagram (105K+ followers), boosting visibility and reach by 30%.
- Supported museum outreach by providing Mandarin-English interpretation during donor and artist meetings.

HARVARD GRADUATE SCHOOL OF DESIGN | Cambridge, MA

Sep 2024 – May 2025

Video Editor & Content Strategist

- Edited 25+ long-form panel recordings with accessibility features, increasing viewership by 45%.
- Launched Instagram Reels strategy, to boost event visibility and engagement for 300+ Career Fair attendees.
- Coordinated with three departments weekly to align content strategy, reaching 1,000+ students and alumni.

Freelance | Various Clients & Locations

Aug 2018 – Present

Multimedia Producer & Visual Storyteller (Freelance)

- Delivered 450+ multimedia projects for clients including Toshiba, Harvard affiliates, and Monograph, consistently meeting brand and quality expectations.
- Produced, shot, and edited branded content including branded storytelling, documentaries, and promotional videos, ensuring alignment with each client's tone and visual identity
- Oversaw production timelines and workflows while actively contributing to creative execution, consistently delivering 5–7 projects monthly while balancing creative direction and strategy.

RELEVANT PROJECTS

Worldview Podcast (2024–2025) – Producer

- Led production for Fairbank Center's flagship podcast, managing scheduling, crew and recording logistics.
- Handled guest communications and supervised crew, ensuring smooth workflows and timely delivery.
- Oversaw podcast equipment research and purchasing to support high-quality, saleable recording setups.

BOUNCE Rebrand Campaign (2023) – Brand Strategist & Director

- Led rebrand campaign for Bounce Dryer Sheets, developing new packaging concept “Bounce Dryer Roll.”
- Conducted demographic research and produced branded video advertisement with motion graphics.
- Delivered successful pitch with final creative assets, targeting younger consumer demographics.

I Accommodate ME (2023) – Director, Producer & Editor

- Directed bilingual short film (English/Mandarin) with \$15K budget and 25+ crew members across New York and Iceland.
- Managed end-to-end production including scriptwriting, casting, location scouting, and post-production.
- Film showcased at Pratt Institute Senior Thesis Showcase and selected for CineWorld Film Festival.

EDUCATION

Harvard University, Graduate School of Design – Cambridge, MA

- Master of Design Studies, Narratives (May 2025)

Pratt Institute – Brooklyn, NY

- Bachelor of Fine Arts, Film and Video + History of Art and Design (GPA: 3.73, 2023)

CERTIFICATIONS

- Adobe Certified Professional (Premiere Pro & After Effects)
- HubSpot Content Marketing Certification (2025)
- Google Analytics (GA4) Certified
- Sotheby's Institute of Art – Art as Global Business: The Value of Art (2024)
- Harvard X - Entrepreneurship in Emerging Economies (2020)