

CYMRI CHANG

Creative Producer | Marketing & Project Manager | Brand Strategist
cymrichang.com

1.808.351.7493 US | 86.187.2173.1362 CN | 82.10.7921.3945 KR
cymrichang@gmail.com

THE BIO

Asia and US based freelance producer and brand strategist, with a commercial production and marketing background rooted in strong communication, versatile management, and creative solutions.

Having a global mindset and approach is critical to the development and growth of deep, cooperative relationships with clients and teams. Taking the diversity of my experience and extending those key learnings delivers quality final results that incentivize repeat collaborations and partnerships.

THE NUMBERS

15 +

Years in Global Commercial Production/Live Events, Celebrity Relationship Management, and Market Research/Brand Strategy

700K +
(USD)

Single Project Budgets (Average) as Lead Producer

SILVER

2019 One Show Greater China Awards, "The LEGO Technic Challenge"
(Social Media/Branded Social Posts)

24%

Average Net Margin against Projected Quote

THE CLIENTS

(SELECTED)

Tag Heuer
Jamesons
SXS
Driscolls
Volkswagon

Tiffany & Co
Adidas
Sketchers
Lego
Aldi

Nike
Estée Lauder
Beats by Dre
Disney
Converse

NFL
The Shanghai EDITION
88 Rising
G Givenchy
SCMP

Metro
Bose
The Aspen Institute
The W Hotels
Dentsu

THE DETAILS

Production & Brand Relationships/Content Design
Product Marketing & Consumer Behaviors
(Digital Media/Livestream & Live Events/Print/TVC/Film)

MAY 2006 - PRESENT

PRODUCTION

- **Creative Development and management oversight from initial concept pitch to delivery, through execution, post, and marketing release strategies on various consumer platforms.** Connective point lead between cross-functional stakeholders, facilitating alignment between global and regional teams inclusive of creative, media, marketing, live/remote events and social.
- **Specialization in rapid execution, high profile domestic and international partnerships, with extensive experience in collaborative management of geographically dispersed teams and vendors (English and non-English speaking).** Continuous research and education in evolving advertising and media landscapes, managing a high volume of creative and campaign types in parallel.
- **Exceptional critical thinking and analytical skills, with adaptive production/management practices that support localization.** Strong support for workflow optimization, identifying gaps and opportunities to push for innovative solutions and budget flattening at scale, and agile workflow changes where required.
- **Consistent evaluations and adjustments as needed in the reduction of operational redundancies and inefficiencies** in line with emerging technology and trends, and applying learned processes to creative, budgetary, and communication operations
- **Equipped with excellent knowledge of marketing campaign and localization workflows,** deeply understanding the creative and production process for videos (trailers, TV spots, paid social creative, etc), Print/OOH & digital materials.
- **Fluent in Video, Print & Digital types and formats,** including asset management and archiving. Previous projects and partnerships inclusive of motion design, motion graphics, VFX vendors.

CYMRI CHANG

Creative Producer | Brand Strategist | Marketing & Project Manager
cymrichang.com

1.808.351.7493 US | 86.187.2173.1362 CN | 82.10.7921.3945 KR
cymrichang@gmail.com

MAY 2006 - PRESENT

Production & Brand Relationships/Content Design

Product Marketing & Consumer Behaviors

(Digital Media/Livestream & Live Events/Print/TVC/Film)

EVENTS and TALENT RELATIONSHIPS

- Integral member of event creative production team for live/digital projects, executing pitch/market entry launch events and commercialization activities. Determination of opportunities that deliver increased brand awareness and exposure through event success, as part of the development of audience activations and procedure, target setting, and site management.
- Program/production coordinator, and talent wrangler for conferences, symposiums, production media, and panel series for top level industry leaders, including Madeleine Albright (Former US Secretary of State), Luke Wood (President, Beats by Dre), JJ Lin (Singaporean Music Artist), Russell Wilson (NFL Quarterback), "Dr. J" Julius Erving (Former NBA player), Anderson Paak (US Music Artist). Talent relationship management: Ambassador identification and pitch process, contract negotiations, seeding strategy and programs, logistics, and influencer brand promotion.
- Livestream Software management: vMix, Twitch, OBS

BRAND CONSULTANCY SERVICES

- Development of Market growth initiatives, GTM strategy, Copy creation
- Consumer Research and Services: Works with both new and existing IP to identify best qualitative data practices, facilitating ongoing value exchanges between brand and consumers and helping to future proof necessary adjustments down the line. Experienced in focus group testing and launching of individualized roadmaps that consider client goals, budgets, and allocation resources. Behavioral analytics collection and statistical analysis, Customer Service ADR, Sampling designs and formats
- Design: Website and UX design, Content production for print and social media platforms (photo/video/animation)

THE BACKGROUND

- Nationality: USA
- Has lived in China (10+ years), Korea (2 years), Argentina (1 year)
- Substantial production travel across Asia, the US, and EU + UK for in person projects
- Fluent: English, Conversational: Mandarin, Spanish, Basic: Korean, French (higher literacy proficiency)

THE UNIVERSITY OF TEXAS AT AUSTIN

Photography & Media

UNIVERSITY OF HAWAII

Bachelors Studies in Communications, Spanish

REFERENCES AND SOFTWARE/PROGRAMS PROFICIENCY

AVAILABLE UPON REQUEST