

CYMRI CHANG

Creative Producer | Brand Strategist
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ABOUT ME

Asia and US based freelance producer with over 15 years in commercial production, live events, celebrity relationship management, and brand strategy. As a multidisciplinary professional, I bring an extensive variety of experience and skills in leadership roles I've held, directing and communicating with international teams remotely and in-person. Dedicated to building relationships internally/externally (client/talent/vendor-facing), maintaining open and consistent channels of communication, and delivering quality final results that incentivize repeat collaborations and partnerships.

CLIENTS (SELECTED)

Nike	Adidas	88 Rising	Driscolls
Estée Lauder	Sketchers	G Givenchy	Volkswagon
Beats by Dre	Lego	SCMP	Metro
Converse	Aldi	Jamesons	Bose
Tiffany & Co	The Shanghai EDITION	SXSW	The Aspen Institute

PROFESSIONAL EXPERIENCE

PRODUCER

Production and Content Strategy, Brand Relationships
(Digital Media/Livestream & Live Events/Print/TVC/Film)

MAY 2006 - PRESENT

- Identification, communications, and management of teams including but not limited to brand clients, creatives, production, vendors, and talent wranglers
- Streamlined communication between all parties utilizing client facing presentations, efficient financial documentation, and quality control measures
- Recognition of opportunities to reduce or manage costs to remain in budget while meeting standards and client expectations
- Budget Creation, Management, Processing, and Reporting. Aid Client Finance Procurement office for quick turnaround and project closure
- Oversight and management of the day-to-day completion activities from Day One, including project planning, execution, post, and review
- Direct involvement with all teams to ensure consistency and continuity throughout the project, both for communication and for the final product. Collaboration with design teams for Brand Identity Guidelines
- Develop procedures to keep up to date with developing technology and trends, applying learned processes to creative workflow and communication chain
- Familiar with the layout of production cities and knowledgeable of local venues to best support the vision of the director/event and maximize efficiency of project
- Talent relationship management: Pitch process, contract negotiations, seeding strategy, logistics, and influencer event promotion

LIVE EVENTS

- Identification of market opportunities that deliver increased brand awareness and exposure through event success
- Creation and development of event activations and procedure, setting targets, and management
- Livestream Software management: vMix, Twitch, OBS

BRAND CONSULTANCY SERVICES

- Market Growth, New Market Launches, Event Creative, Copy Strategy/Production, Ambassador identification
- Developed and executed individualized roadmaps that considered goals and budgets, and allocated resources that supported the client's objectives

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

Photography & Media

UNIVERSITY OF HAWAII

Bachelors Studies in Communications, Spanish

REFERENCES

AVAILABLE UPON REQUEST