

Jia-Zhen Chang

+1 6469950423 | cocochang1510@gmail.com | Creative Portfolio: <https://jiazhch.com/>

PROFESSIONAL EXPERIENCE

CONDÉ NAST TAIWAN CO., LTD. – Subsidiary of Condé Nast Group, the world’s leading fashion media company.
Primary brands include VOGUE and GQ Taiwan. Taipei, Taiwan

Creative Optimizer

Feb. 2024 – June 2024

Under video content team, focusing on cross-platform publishing and digital media optimization.

- Directed video content strategy across YouTube, Facebook, Instagram, and TikTok, making Taiwan **the top-performing global market** outside the U.S., with **82%** overall growth
- Achieved **1M subscribers** for Vogue Taiwan's YouTube channel, with platform-wide growth including a **+92% YoY** increase in views, **+241% in Shorts**, and strong social performance (**+164% Facebook**, **+91% Instagram**, **+1018% TikTok**), along with subscriber gains of **+25% Vogue** and **+16% GQ**
- Directed global simulcasts (e.g., **Met Gala +93.82% YoY**, **Vogue World**, **GQ MOTY**, **VF Oscar After Party**), leading a team of 3 to 5 editors in livestream coordination, content localization, and performance reporting
- Produced and coordinated livestreams for **Taipei Fashion Week** in collaboration with the Ministry of Culture, managing artist negotiations, on-site execution, and post-production editing
- Supported video shoots and contributed to editing various editorial and event-based content, collaborating with editors on post-production cuts
- Led cross-regional collaboration with France, Spain, Japan, and the UK, sharing localized assets and coordinate cross-market initiatives during fashion weeks and other global events
- Presented weekly and annual performance reports to local and HQ managers.

YouTube Channel Marketing Assistant

June 2023 – Feb. 2024

- Managed YouTube programming for Vogue and GQ Taiwan, contributing to **98M+ views in 9 months**
- Edited and produced editorial video content for major campaigns, including **Golden Horse Awards** (Taiwan’s most prestigious film awards) and **GQ MOTY**

TVBS Media Co., Ltd. – One of Taiwan’s leading cable TV networks.

Digital Media Intern

July 2021 – July 2022

- Edited news segments and highlight clips for entertainment and variety program
- Produced video thumbnails and headline copy for news content across digital platforms
- Assisted directors with live news package production and general editorial duties
- Supported streaming logistics and production coordination for large-scale public events, including the online broadcast of New Taipei City's Christmas concert 2022

INDEPENDENT CREATIVE WORK

Freelance Video Editor

Taipei / Remote

July 2023 – Present

- Edited **diverse video content**—from wedding teasers and live concert BTS recaps to editorial-style brand collaborations.
- Worked **multi-format** across both long-form narratives and short-form social-first formats, demonstrating flexibility in storytelling, editing structure, and delivery context
- Delivered client-focused edits tailored for social platforms and event promotion.

EDUCATION

New York Film Academy (NYFA)

New York, NY

BFA in Filmmaking

Sep. 2025 – Present

- Experience in directing, cinematography, editing, and screenwriting with a focus on narrative storytelling.
- Produced original short films, worked in on-set roles including director, cinematographer, assistant director, and editor.

National Taiwan University of Arts (NTUA)

Taipei, Taiwan

BA in Radio and Television

Sep. 2019 – June 2023

- Completed a media-based curriculum focused on journalism, video production, broadcast media, and multimedia storytelling

Honors: Mediart Awards – Nominated twice for original works in radio drama and non-fiction filmmaking. Best Radio Drama (46th, 2022); Best Sound Design (48th, 2023)

SELECTED CREATIVE PROJECTS

Audio

- Produced audio drama inspired by the 921 Earthquake and nominated for Mediart Awards—**Best Radio Drama**.

Journalism & Publishing

- Served as section editor for the university’s independent newspaper, producing written features and visual layouts.
- Authored a sports column through interviews with professional commentators and UBA gold-medal-winning coaches.

Broadcast Journalism

Reported and produced segments for **NTUA News**, the university's in-house broadcast program, conducting interviews and assisting with studio production.

Filmmaking / Production

- Produced a non-fiction short film nominated for **Best Sound Design at the 48th Mediart Awards**, interviewing professional tree climbers and developing the film's narrative structure.

Capstone Project

- Created an investigative **multimedia web journalism project** on relationship abuse, integrating expert interviews, visual storytelling, and long-form reporting.
- PR Coordinator – Graduation Exhibition. Managed public relations for the graduation exhibition, including sponsorship outreach, brand partnerships, and social media promotion.

EXTRACURRICULAR ACTIVITIES

CNA Journalism Training Camp 2021

- Selected participant for the international correspondent program hosted by Central News Agency (CNA), Taiwan's official national news agency. Participated in editorial lectures led by independent media founders and senior journalists and completed practical international news writing exercises.

Jen Shan Mei Journalism Workshop 2023

- Selected as a participant in a journalism training program jointly organized by nonprofit and academic institutions. Visited leading media in the industry (e.g., United Daily News, Yahoo News), secured 2nd place in a team proposal competition under professional mentorship, and received a performance-based scholarship award.

SKILLS & INTERESTS

- **Creative & Technical Tools:** Premiere Pro, Final Cut Pro, Avid, DaVinci Resolve, Photoshop, InDesign, OBS Studio, Pro Tools, Logic Pro, SPSS
 - **Content & Platform Skills:** Video Editing, YouTube Publishing, Livestream Production, Social Media Management, SEO & Trend Analysis, Visual Design
 - **Production Strategy & Communication:** Project Management, Interview Planning, Audience Insights & Data Interpretation, Performance Reporting, Cross-cultural Communication, Team Collaboration
 - **Interests:** Playing Guitar, Piano (former member of a high school rock music club), Photography, Traveling, Skiing
 - **Languages:** Mandarin (native), English (fluent; TOEIC 825, TOEFL 84)
-