

QINGZHE (NAPIER) PANG

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EDUCATION

BOSTON UNIVERSITY

M.S., Advertising, College of Communication

Boston, MA
Sept 2019 - Dec 2020

- Cumulative GPA: 3.75/4.0

JAMES MADISON UNIVERSITY

B.A., Digital Video and Cinema, School of Media Arts and Design; Minor in Film Studies

Harrisonburg, VA
Aug 2014 - Dec 2018

- Cumulative GPA: 3.06/4.0

SKILL

UI/UX: HTML, CSS, Sketch, Adobe Illustrator, Photoshop, XD, Animation, Dreamweaver

Design/Editing: Final Cut Pro, Adobe Motion, Premiere, After Effects, , Audition,

Others: Adobe Animation, Dreamweaver, Lightroom, Microsoft Word, PowerPoint, Excel

EXPERIENCE

ZHONGSHAN ALLTOP LIGHTING CO

Junior Art Director & Social Media Assistant

Guangdong, China
Jun 2019 - Aug 2019

- Led the team in creating two product demonstration videos, each with a three-dimension rendering for each different part.
- Cooperated with the marketing department in designing a new social media platform based on new marketing strategies.
- Designed the user interface of the company website. Operated the social media accounts, updating product information and promoting the company.

ONE PERCENT NET CONSULTING FIRM

Junior Art Director/Video Production Assistant

Guangzhou, China
May 2018 - Aug 2018

- Led the team in planning, filming, and post-production of two brand campaign videos and three service promoting videos, which reached a total of 500,000 views on social media.
- Designed and managed the company's official website and two main social media accounts, as well as in charge of the daily updates, promotional posts, and maintenance of the website.

ZHONGSHAN TV STATION

Videographer & Editor

Zhongshan, China
May 2017 - Aug 2017

- Covered over 50+ local news stories as a videographer, covers a wide range of topics from breaking news to local events.
- Operated the official social media accounts, and upload new contents on a daily basis.
- Assisted in producing brand news program, promoted through social media, and reached ten thousand hits one the first day.

PROJECT

BOSTON UNIVERSITY ADLAB

Art Director/ Copywriter

Boston, MA
Jan 2020 – May 2020

- Redesigned a creative brand strategy for the local food chain D'Angelo in response to the new normal.
- Collaborated in packaging design and execution of local, multi-channel advertising campaign for the community.
- Created new campaign taglines and slogans for outdoor posters, print ads, and social media posts.

MARKETING CAMPAIGN PROJECT

Strategist/Art Director

Boston, MA
Sept 2019 – Dec 2020

- Developed 15+ innovative campaigns for brands such as Uber, The North Face, Tesla, and Reese's from the ground up.
- Led the team in conducting background research and developing creative strategies.
- Collaborated in conception, design, production, and execution of multi-channel advertising campaign for each company.

CO-FOUNDER & VIDEOGRAPHER & EDITOR | BREEZE TV STATION

Official Weekly Newscast James Madison University

Harrisonburg, VA
Oct 2017 - Dec 2018

- Assisted in raising funds through social media platforms, and recruiting over 150 student members around campus.
- Working between departments, leading the production team in every step of the production process including researching, pre-production, interview, filming, and post-production.
- Aided in the live broadcast of two university football games and several live interviews during the event. The recordings of the event reached over 10,000 playbacks on YouTube.