

STEPHANIE SHEN

SR. VIDEO PRODUCER, THE WHITE HOUSE

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EXPERIENCE

Senior Video Producer

Washington, DC
Oct. 2023 - Jan. 2025

The White House, Office of Digital Strategy

- Conceptualized, filmed, and edited [2-3 video projects per week](#) via Premiere Pro within a 12 to 36 hour deadline, amassing 53+ million views and 3+ million likes to 55 million followers on @WhiteHouse & @POTUS Instagram/Twitter/YouTube
- *Recap Videos*: Built the visual/auditory narrative via ingesting the footage into database, color grading, and selecting best soundbites and visual B-roll out of 3 hours of raw footage to condense into <90 secs, and making audio adjustments + adding music
- *Anthemic Videos*: In charge of conceptualizing pace, tone, music, visuals, and motion GFX and researching archival footage, often integrating various sound design effects (Ex: [Olympics Teaser](#), [Land Conservation](#), [State of the Union](#), [Medal of Freedom Teaser](#))
- Collaborated with Partnerships and Comms teams to film Direct-to-Camera videos with public figures, ensuring shoot times are on schedule and equipment is prepared (Ex: [Anna Wintour](#), [Steven Spielberg](#), [Chris Evans](#), [Lucy Liu](#), [Uma Thurman](#), [Lili Reinhart](#))
- Updated multiple projects simultaneously based on feedback from Oval Office, Legal, National Security Council, and other agencies
- Set up head-on and cut shot cameras for POTUS/FLOTUS/VPOTUS remarks adjusting white balance, ISO, aperture, frame rate, and ND filter settings on Sony FX3 or FX6, troubleshooting production challenges when they arise
- Lit POTUS or other figures' interviews in various White House rooms using Litemat studio lights and Zoom or RODE Lav mics

Head of Design and Video

New York, NY
July 2022 - Oct. 2023

Lunar Accel, Nonprofit (volunteer)

- Launched and executed brand's first design and IG reels from scratch with no previously established examples/creative direction (ex. [Life-size poster](#), [Lunar Hard Seltzer video](#)), going viral [with this video](#) at 29k impressions (~200 followers at the time)
- Led team brainstorm in developing creative video concepts in line with cultural moments ([example](#): Wes Anderson Trend)
- Initiated + organized collaboration posts with larger brands (ex. [DrinkSanzo](#)) as part of integrated marketing campaigns
- Outlined and executed pre-production and post-production logistics of pulling aside and interviewing event attendees at events

Technical Operations Associate

New York, NY
Dec. 2022 - Oct. 2023

NBCUniversal

- Navigated iNews software to locate + open show rundowns, operating teleprompter in high-pressure breaking news environment during highest rated shows (*Morning Joe*, *Morning News Now*, *Top Story with Tom Llamas*, *The Beat with Ari Melber* + more)
- Anticipated the needs of producers and anchors by actively listening to their editorial decisions in order to predict where in the script they would go next, maximizing teleprompter and production efficiency for talent and crew
- Adapted verbal communication/listening skills to suite different director's, producer's, and technical manager's unique preferences
- Made quick rundown navigations within split-second notice when technical error or last minute editorial change occurred on-air

TEDx Talks Production Assistant and Camera Operator

Ewing, NJ
April 2022

TEDxTCNJ

- Followed control room direction to ensure the cohesiveness of a [4-hour live multi-camera production](#) with audience of 100+ people while operating Panasonic AG-CX350 by panning, zooming, tilting, and focusing on moving subjects
- Initiated efforts in maintaining equipment in optimal condition throughout entire production (XLRs, Edison wires, HDMI's)

Videographer/Photographer for Department of Marketing and Brand Management

Ewing NJ
Oct. 2021 - May 2022

The College of New Jersey

- Filmed, edited, and delivered engaging collegiate promotional [videos](#) and [photos](#) within a week's deadline for social-media-based collegiate marketing including Instagram, YouTube, Facebook, and Twitter, increasing engagement by 15%
- Upheld the college's branding by integrating own creative editing choices with brand guidelines like color schemes, fonts, and design
- Multitasked up to two video projects at a time at varying stages of production
- Tracked/oversaw multiple production schedules at a time and kept internal databases up-to-date for best post-production workflow

EDUCATION

The College of New Jersey Class of '22

Communications, Spec. in TV/Film

3.8, Magna Cum Laude

School of Communications Commencement Speaker

SKILLS

Adobe Premiere Pro

Adobe Lightroom/PS

Adobe Illustrator

DSLR Photography/Filming

Media Asset Management

Digital Marketing/Strategy

Social Media Marketing

Directing/Producing

Creative Production

Mandarin (Native proficiency)