

CID CHEN

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EDUCATION

New York University, School of Professional Studies, New York, NY Aug 2023
Bachelor of Sports Management

Parsons School Of Design, The New School, New York, NY Sept. 2023 - Sept.2024
Fashion Industry Essentials Certificate

EXPERIENCE

Social Media Manager and Events Facilitator, **NEED!**, Shanghai, CN Aug 2021 - Present

- Planned and Facilitated 5 country-wide flea markets with over 1000 tickets sold for each
- Edited Instagram reels and created consistent posts, which increased Instagram followers from 2000 to 15000
- Created different graphics designs for marketing purposes, helped increase ticket sales by 25%

Gallery Assistant, Event Planner, **A SPACE GALLERY**, New York, NY Mar 2024 - Present

- Assisted in planning and organizing exhibitions and gallery parties for niche artists.
- Photographed show openings, interviewed artists, and wrote retrospectives.
- Responsible for curating and designing publicity and recruitment posters for flea markets.

Social Media Assistant, **Purgatory**, New York, NY Mar 2024 - Present

- Edited and shot event photos and videos for Instagram, increasing social media likes by 30%.
- Communicated closely with local NYC performers and coordinated layouts

Writer, Photographer, and Designer, **Future Fashion Group NYU**, New York, NY Sept 2023 - Jan 2024

- Wrote articles analyzing current fashion trends and relating them to sustainability
- Facilitated several photoshoots and edited the final pictures
- Communicated daily with the head designer to finalize page designs

Creative Director, Stylist, **Vis Major Magazine NYU**, New York, NY Sept. 2023 - Present

- In charge of Styling for two major photoshoots with 10 models in total
- Responsible for communication between models and photographers, finding locations, finalizing shoot details, and coordinating schedules
- Photographed behind-the-scenes pictures and videos

ACTIVITIES

Event Facilitator, **NYU CampGrrl** Sept. 2023 – Present

- Organize club weekly meetings and plan events for over 30 club members
- Collaborate with other e-board members to create content for social media

Movie Stylist, **Double Exposure** Mar. 2024 – Apr. 2024

- Responsible for the wardrobe, hair and makeup for all characters in the movie, with a total of nearly 50 looks.
- Worked closely with the director and art director to coordinate aesthetics and styling.
- Filmed behind-the-scenes videos and videos for the cast and crew.

Magazine Publishing

- Created and printed two issues of a photo magazine on the theme of conformity and resistance.
- Responsible for designing the shoots, costumes, finding models and post-production communication.
- Chief Layout Designer and Creative Director

Content Creator

Jan. 2020 – Present

- Created Fashion related content and Outfit videos, have over 10 thousand followers on different social media platforms

COMPUTER SKILLS

Excel, Word, PowerPoint, Adobe Creative Cloud, Capcut, Canva

LANGUAGE

German, English, Mandarin Chinese

INTERESTS

Basketball, Tattoo artist, photography, sewing, video editing, drawing

PHOTOGRAPHY PORTFOLIO

Instagram: archiveshotsff

Website: <https://www.cid3hen.com/>