

Wendy Li

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JOURNALISM, MULTIMEDIA, AND VIDEO EXPERIENCE

Business Insider

Video Production Fellow, News and Documentary

JANUARY 2024 - JULY 2024

- Leading production on pieces about aluminum recycling in the United States, river plastics in Indonesia, industrial waste soap in Uganda, cocaine encapsulation in Ecuador
- Fact-check scripts for 10 to 15 minute digital documentary videos
- Facilitate hiring process for international freelancers and lead pre-production meetings
- Write pre-production documents with shot lists and interview questions
- Research, contact, and interview experts and entrepreneurs
- Assist on studio shoots and field shoots in the New York metropolitan area
- Edit compilation episodes in Adobe Premiere and coordinate post-production logistics

Cooper Squared

Video Journalist

JANUARY 2023 - MAY 2023

- Recognized by Hearst Awards in 2024 Multimedia Enterprise competition
- Reported, filmed, edited, and produced videos for NYU Journalism's multimedia page
- Produced short documentary videos focused in performing arts and theater

Washington Square News

Staff Videographer

SEPTEMBER 2022 - MAY 2023

- Produced issue story about mental health in acting classes
- Pitched, reported, filmed, edited, and produced videos for nyunews.com
- Led video series where international students explored political issues through food

Omsom (Asian American Sauce Company)

Social Video and Marketing Intern

JUNE 2022 - AUGUST 2022

- Supported content marketing campaign for national product launch with Whole Foods
- Pitched, filmed, and produced videos for Instagram and Tiktok (90k+ audience)
- Pitched, researched, wrote, and published articles for the company website
- Photographed, edited, and managed photo content
- Maintained content calendars and collected weekly analytics for strategy meetings

The Newtonite

Photo Editor and Freelance Reporter

JANUARY 2015 - JANUARY 2018

- Awarded 2018 Special Achievement Award by the New England Scholastic Press Association
- Produced the Newtonite's first videos, reaching 6.4-17.8k views at a school of 2k students
- Managed team of 5 photographers in feature pieces, photo essays, and weekly news coverage
- Reported, wrote, and edited monthly news and feature articles for online and print

EDUCATION

New York University — Bachelor of Arts

Double Major: Multimedia Journalism and Politics

Relevant Courses: Advanced TV Reporting, Photojournalism, Youtube Journalism, Opinion Advocacy Video, Fundamentals of Filmmaking

Other Activities: BRIDGE Leadership Program, NYC Asian American Student Conference, Asian American Women's Alliance, NYU Paris Photography Club, Freshman Year at NYU Paris

SKILLS & SOFTWARES

Mandarin Fluency

Adobe Premiere, Adobe Photoshop, Adobe Lightroom, Adobe After Effects

Videography and Photography with Canon 80D and Canon XA11

Frame.io, Rev, Cyberduck, Glimmer/Storyhunter

Airtable, Asana, Notion, Salesforce, Shopify, Mailchimp, Slack, Trello

Content Calendars and Audience Analytics

AWARDS AND RECOGNITIONS

Hearst Awards 2024

13th in Multimedia Enterprise
Helped produce a 7-minute video about New York City's Chinese Opera Scene.

Policy Case Competition 2019

International Policy Finalist
Member of a Final Five team.
Emerged out of 500+ undergraduate and graduate participants.

New England Scholastic Press Association 2018

Special Achievement in Newspaper Feature Story
Awarded for newspaper article about community response to the school district's late start initiative.

OTHER MEDIA EXPERIENCE

Generasian Magazine

Media and Blog Contributor
SEPTEMBER 2019 - MAY 2023

Behind the Book

Fundraising Intern
JUNE 2022 - SEPTEMBER 2023

Newton Chinese Language School

Media Manager for China Trip
SEPTEMBER 2015 - SEPTEMBER 2016