

# Liyan Ma

Producer/Director

---

+86 16602102333

Liyann086@gmail.com

linkedin.com/in/liyanma/

---

## Objective

As a documentary producer director, my primary objective is to create factual content that delivers moving human stories with verified facts, analysed information, creative storytelling and aesthetic images, satisfy clients' request and attract audience across continents, while ensuring smooth productions from pitching, development to filming, post and delivery. With profound understanding across cultures and industries, passionate endless curiosity, strong interpersonal skills and my meticulous fashion of work, I'm looking for opportunities in video productions and ready for exciting new journeys.

---

## Education

Cardiff University  
(UK)

MA in International Journalism  
2014

South China Agricultural University  
(China)

BA in Chinese Literature  
2013

---

## Key Skills

Filmmaking  
Interview & Feature Writing  
Creative Storytelling  
Producing & Directing  
Research & Analysing

Communication  
Strategic Negotiation  
Budget & Timeline control  
Problem-solving  
Multitasking

---

## Selected

### Credits

Abiding the most rigorous journalism and production standards, I produce impactful factual content under pressure by negotiating for impossible access and resources, handling sensitive or vulnerable contributors, writing moving stories and delivering productions on budget and time. I have deep understanding across cultures and have maintained good relationship with Chinese authorities, media, platforms and overseas broadcasters.

#### **Producer – PBS NOVA: Inside China's Tech Boom (2023)**

I secured exclusive access that made this film the only editorially independent Western documentary Huawei has ever granted access to. I was highly editorially involved from its early development stage till the end of post-production. I pitched stories that won the clients and the audience, contributed to staffing, casting, budgeting, story pitching and writing, recce, and oversaw all shoots in China.

#### **China Producer – CNN: Race for the Vaccine (2021)**

##### **BBC Horizon: Vaccine: The Inside Story (2021)**

In a scientific educational film about scientists effort in creating a vaccine against the then deadly virus COVID-19, I made our crew the first Western production allowed into the heart of Chinese CDC since the pandemic broke, interviewed its Director, key scientists and gained never-seen-before internal archival footage for our film.

#### **Co-Producer – PBS NOVA: Decoding COVID-19 (2020)**

Filmed in Wuhan right after its lockdown was lifted, I secured resources under critical conditions, identified and casted contributors, successfully filmed in highly sensitive environment and delivered uncensored stories to the screens.

By co-producing this film, I won the duPont-Columbia Journalism Awards Silver Baton, presented by Dr. Anthony Fauci.

# Liyan Ma

Producer/Director

---

**Assistant Producer – BBC: One Cup, A Thousand Stories (2021)**

In this landmark series co-produced by the BBC Studios and Migu TV (咪咕), I was trusted by the BBC Studios to join their early commercial negotiations with Migu, translated major meetings and offered tactical advice for the BBC team. I then contributed greatly to the success of the production by supporting commercial and editorial negotiations, researching, pitching and writing stories, developing and executing shoots and interview and other work.

**Location Producer –**

**ITV: John Bishop’s Great Whale Rescue (2019)**

**C4: My Grandparents’ War (Mark Rylance) (2019)**

**CNN: Christiane Amanpour: Sex & Love Around the World (2017)**

The above films I participated during my earlier career were where I gained important experience and refined my skillsets working with top celebrities and journalists. I played significant roles in casting and filming with vulnerable contributors, negotiating with authorities for sensitive locations (airport ramps, historical sites, etc), while organising and overseeing complicated schedules.

**China Producer & Director: Malaria Elimination (working title) (2024)**

**China Producer – VPRO: Food for Thought (2023)**

**Location Producer – PBS NOVA: H2O: The Molecule That Made Us (2018)**

**Fixer – BBC Radio: Soft Power Seduction: China Lures Taiwan’s Youth (2018)**

**Assistant Producer – Range Rover Sport: Dragon Challenge (2018)**

...

---

○	○	○
<b>2018 - PRESENT</b>	<b>2018 - 2021</b>	<b>2015 - 2018</b>
(Series) Producer Director	Assistant Producer Location Director	Fixer Location Producer

---

<b>Languages</b>	Native – Mandarin Cantonese Teochew	Conversational – Korean
	Fluent – English	Basic – French

---

**References** Available upon request.

---