

Christian Ting

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CAREER SUMMARY:

Dedicated digital media professional with four years of experience in marketing, social media, and editorial roles seeking to leverage these skills toward assistant and entry-level positions in entertainment.

EMPLOYMENT

FILM AND TV EDITOR (Freelance) – Hyphen Magazine May 2017 – Present

- Expedited interviews with entertainment industry talent covering Asian American representation and social issues
- Coordinated press events for new media releases for film, television and streaming services
- Expanded the film and television beat to include film criticism, narrative essays, and community engagement online

PUBLIC CONTENT ANALYST (PRO UNLIMITED) – Facebook, Inc. Sept 2015 – Sept 2017

- Spearheaded multiple digital media projects that connect Facebook users with the most relevant social conversations across key verticals including sports, politics, and pop culture
- Identified, sourced and developed emerging digital talent across key verticals of film, fashion and entertainment to engage with the latest Facebook products and platforms
- Managed numerous ad-hoc projects ranging from best practice decks, administrative tasks, data entry, and deep-dive analysis on digital talent and emerging social platforms (FB Live, Instagram Stories, 360 Video)
- Pitched and ideated four keynote presentations to three key Facebook departments covering competitive insights on social media competitors, prominent trends, and internal product improvements

PRODUCT QA (COGNIZANT) – Twitter, Inc. Aug 2015 - Sept 2015

- Optimized productivity and individual agent performance through quality reports on casework
- Provided quality assurance to client's product safety department across Twitter, Vine, and Periscope platforms while improving workflows and policy guidelines
- Facilitated communication between upper management contractors and client through monthly productivity metrics
- Drastically reduced agent error rates of policy through one-on-one trainings, office hours, and dedicated feedback sessions

PRODUCT SAFETY OPS AGENT (COGNIZANT) – Twitter, Inc. Oct 2014 - Aug 2015

- Analyzed and determined appropriate action on user reports in line with Twitter's Policy and Terms of Service, with strong attention to ethics, user relations, and nuanced subject matter
- Resolved a high volume of requests in a time-sensitive manner using Salesforce Service Cloud and internal engineering systems

MARKETING MANAGER – Center for Asian American Media Nov 2013 – April 2014

- Developed and implemented all advertising and marketing campaigns for CAAMFest 2014, the largest international Asian American film festival in the US
- Fostered relationships with local businesses, communities, and entertainment outlets for all festival programming through CAAMFest's co-presenter program
- Revamped and developed a new digital content calendar and promotional collateral across social media channels (Facebook, Twitter, Instagram, Snapchat) and co-branded websites

EDUCATION

University of California, Berkeley Sept 2009 – Jan 2014
B.A., Film & Media Studies; Asian American Studies minor

SKILLS

MANAGEMENT TOOLS	SalesForce, Cision, Filemaker Pro, Tableau, Pivotal Tracker
EDITING TOOLS	Microsoft Office, Photoshop, InDesign, DreamWeaver, Final Cut Pro
MARKETING TOOLS	Hootsuite, Wordpress, Google Analytics