

Chengchao Li

MULTIMEDIA CONTENT PRODUCER

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PROFESSIONAL SUMMARY

Bilingual multimedia content producer creating social media content, short-form video, photography, and visual stories for media, education, cultural, and community organizations. Journalism-trained, with hands-on experience in field production, event coverage, editing, audience-facing communications, and bilingual English–Mandarin content.

CORE SKILLS

Content & Production: Social media content, short-form and vertical video, photography, video editing, visual storytelling, field production, event coverage, digital asset management

Communication: English–Mandarin translation and localization, content writing, interviewing, audience communications, bilingual content production

Editing Tools: Adobe Premiere Pro, Photoshop, Lightroom, Camera Raw, Avid Media Composer, CapCut, Canva

Platforms & Systems: Instagram, Facebook, CollectiveAccess, Merlin, Google Workspace, Microsoft Office

Languages: Mandarin Chinese (Native), English (Fluent)

EXPERIENCE

CUNY K16 Initiatives – College & Career Bridge for All | New York, NY (Remote) | May 2022 – Sep 2026

Senior Coach, Mar 2025 – Sep 2026; Bridge Coach, May 2022 – Mar 2025 | Seasonal

- Planned, wrote, designed in Canva, and published 53+ Instagram posts for the program account, @bridgecoach_chengchao; CUNY Special Programs reshared selected content.
- Produced 200+ communications across social media, email, SMS, presentations, and Google Sites, adapting messages for different student groups, deadlines, and stages of the college and career process.
- Built a Google Sites resource hub covering applications, financial aid, scholarships, CUNY and SUNY options, and career pathways; its templates were reused by later coaches.
- Supported outreach for a program serving 1,500+ students across 15+ New York City public high schools, contacting seasonal caseloads of 300+ students by email, SMS, phone, Instagram, and one-on-one virtual meetings.

Commonpoint Queens | Queens, NY | Jul – Aug 2024; Jul – Aug 2025

Social Media & Marketing Intern | Two seasonal summer appointments

- Produced and edited 10 short-form social videos of about one minute each for Instagram, Facebook, and web, highlighting youth and community programs.
- Photographed and filmed community programs, performances, concerts, sports, crafts, and classes across multiple locations, coordinating coverage with program staff as schedules and activities changed.
- Selected and color-corrected 500+ photographs for recurring program posts and digital communications, delivering finished assets to the marketing team.
- Organized a 5,000+ photo and video asset library by filename, date, program, and searchable tags; independently benchmarked 25 peer organizations and presented findings in a comparative spreadsheet and slide deck.

Boston University Productions | Boston, MA | Sep 2023 – May 2025

Media Assistant

- Supported 20+ field productions and 10+ campus events, including career fairs, cultural festivals, student symposiums, TEDxBU, and alumni and trustee meetings, for departments across the university.
- Assisted with set, lighting, cabling, camera, and stage operations on location, adapting to changing live-event needs.
- Captured campus-event video with a DJI Pocket, logged footage, completed basic edits in Avid Media Composer, and organized media for later departmental use.

The Daily Free Press | Boston, MA | Feb 2023 – May 2025

Photographer, Feb 2023 – May 2025; Features Writer, Sep 2023 – May 2025; Documentary Team, Sep 2024 – May 2025

- Photographed news and campus events for the independent student newspaper.
- Reported and wrote feature stories, developing story ideas as a features writer.
- Contributed weekly story pitches, script reviews, and field camera work to the documentary team's production process.

National September 11 Memorial & Museum | New York, NY | Jul – Aug 2023

History, Collections & Photography Intern

- Reviewed 3,000+ archival photographs spanning 1965–2023 in CollectiveAccess and Merlin for a planned 60-year World Trade Center photo book, shortlisting approximately 50 images for team consideration.
- Logged dates, photographers, locations, subjects, and events without altering source metadata; wrote and expanded captions, presented final recommendations, and reviewed a limited set of oral-history transcripts for errors.

Boston University Development & Alumni Relations | Boston, MA | Jan – May 2023

Communications Intern

- Built segmented Giving Day and alumni email variants in Anthology iModules for students, faculty, parents, alumni, and donors, adapting copy, banners, data, and recipient lists for each audience.
- Checked names, dates, links, images, sender information, and delivery settings, then scheduled campaigns according to the publishing calendar.

Shades of Long Island | Long Island, NY | May – Aug 2022

Television Editor

- Edited 50+ video segments in post-production, integrating footage, graphics, and audio.
- Prepared finished segments for distribution on YouTube and local television.

Chinese-American Planning Council | New York, NY | Jul – Aug 2021

Summer Intern | Primary camera operator and editor

- Co-produced *The Hushed Race: Evolution of Asian Hate*, a 15-minute documentary on anti-Asian discrimination, serving as primary camera operator during production.
- Edited the documentary through final post-production.

SELECTED PROJECTS

Columbia University Graduate School of Journalism | New York, NY | 2025 – 2026

Academic projects

- **A Classroom, A Dance** (photo essay, Nov 2025 – Mar 2026): Followed a Chinese teaching artist through about eight field sessions and roughly 40 hours of observation across two schools and Flushing Town Hall; produced about 2,000 photographs and interviewed in English and Mandarin.
 - Completed transcription, Chinese translation, fact-checking, and captions, and edited a 40-image sequence in Camera Raw and Lightroom with a 1,500-word English narrative.
- **Make Yourself at Home** (photo essay, Jan – May 2026): Reported through six field visits and 10+ interviews at a Bronx restaurant, editing about 1,000 photographs into a 17-image web essay with a 500-word story; selected, sequenced, and captioned 10 prints for a class exhibition.
- **May Day Rally** (short-form video, 2026): Pitched and produced a one-minute vertical video in two days, interviewing 10 participants, selecting three voices, and handling smartphone filming, subtitles, and CapCut editing.
- **The Chess Keeper** (video profile, 2025): Pitched, reported, shot on a Sony mirrorless camera, and edited a short profile in Adobe Premiere Pro within two days, interviewing the owner, an employee, and customers.
- **City Newsroom & Labor Beat** (2025 – 2026): Rotated through reporting, producing, writing, camera, audio, and editing roles in a 10-person newsroom on same-day deadlines.
 - Reported four multimedia labor stories during an eight-week beat, combining interviews and original photography with public records, agency data, budgets, union reports, and spreadsheet analysis.

EDUCATION

Columbia University Graduate School of Journalism | Master of Science in Journalism | New York, NY | May 2026

Boston University | Bachelor of Science in Journalism; Bachelor of Arts in International Relations | Boston, MA | May 2025
Journalism GPA: 3.8/4.0

EXHIBITIONS & AFFILIATIONS

Exhibition: *Make Yourself at Home*, class exhibition, Bronx Documentary Center, New York, May 2026

Affiliation: Member, Asian American Journalists Association (AAJA)