

JINYUE LI (JINN LI)

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Education

Major: Communication Arts – Radio, Film, Television, Bachelor of Arts

Minor: Digital Studies, Digital Media Production, Photography

University of Wisconsin-Madison - Madison, WI

Duration: Fall 2022 - Spring 2025

- 4.0 GPA
- Dean's List Fall 2022, Spring 2023, Fall 2023, Spring 2024 and Fall 2024.
- Related classes: video production, video editing, digital photography, film photography, television and film studies, social media and digital communication, etc.

Professional Summary

Creative and detail-oriented digital media student with strong knowledge in film production and photography. Experienced in on-location shoots, studio setups, post-production, and equipment maintenance. Adept at collaborating with clients and teams, leading projects, and delivering high-quality digital content.

Skills

- Video Production: Camera operation, lighting setup, sound recording
- Video Editing: Adobe Premiere Pro, DaVinci Resolve
- Photography: Street and portrait photography
- Photo Editing: Adobe Photoshop, Lightroom, Camera Raw
- Lighting & Sound: Midas M32 sound board, microphone setup, ETC Ion Xe light board
- Social Media Content Creation (Instagram, WeChat, YouTube, Bilibili)
- Team Leadership and Project Management
- Client communication and customer service

Work History

Video Editing Intern, 06/2023 to 08/2023

Hubei TV Station – Wuhan, Hubei, China

- Completed the editing of several 60-minute programs using DaVinci Resolve.
- Collaborated with the production team for seamless integration of audio and visual elements.
- Improved project efficiency with meticulous organization and management of digital assets.

Sound and Light Technician, 05/2024 to Current

Wisconsin Union – Madison, WI

- Managed sound and lighting for over 50 live events, ensuring top-quality production.
- Optimized EQ, sound levels, and lighting cues to enhance audience experience.
- Designed and executed lighting cues for performances, presentations, and events using lighting control software and console.
- Troubleshoot and resolved technical issues under tight deadlines to maintain event flow.

Freelance Photographer, 06/2023 to Current

Private Individual – Madison, WI and Wuhan, Hubei, China

- Collaborated with clients to understand their vision, ensuring the final product met or exceeded expectations.
- Provided exceptional customer service throughout the entire project lifecycle, fostering long-term client relationships.
- Enhancing image quality using Adobe Photoshop, Lightroom and Camera Raw.

Union South Kiosks Supervisor, 10/2023 to Current

Wisconsin Union – Madison, WI

- Enhanced customer satisfaction by providing efficient and friendly food service.
- Led a team of 10-20 people in the unit and organized the team for smooth operations.
- Handled difficult customer situations professionally, resolving issues promptly and ensuring repeat business.

Student Organization Involvement

Leader of editing team, 01/2023 to 10/2024

Blueline TV - Chinese Entertainment Agency

- Contributions in the brainstorming process to build projects from scratch.
- Leading the editing team to complete over 20 TikTok videos ranging from 30 seconds to 5 minutes, and several 30-minute interview-type videos.
- Actively participating in the process of video production by handling cameras, lightings, recording devices, etc.
- Individually being responsible for several club projects.
- Fostered a collaborative team culture, improving project efficiency and member engagement.

Tech team member, 08/2023 to 06/2024

CRS, Chinese Radio Station

- Edited and published weekly audio and video content, ensuring high production quality.
- Designed and illustrated podcast covers, improving branding and audience engagement.

Language Skills

Chinese (Mandarin)



Native

English



Academic

French



Elementary