

LULU CHIANG

Creative Strategy & Marketing Intern | Media Producer blending visual storytelling, culture, and tech – guided by a deep interest in emotional intelligence and cultural resonance.

EDUCATION

Parsons School of Design | Graduating May 2026
Photography | Creative Entrepreneurship
Art, Media & Technology
 May 2022 - May 2026, NY
 \$11,000 Merit-Based Scholarship
 Sole student selected from program for exchange to Parsons Paris

Idyllwild Arts Academy | Film & Digital Media
 2019 – 2022, CA
 Honor Roll / Scholar Distinction / \$15,000 Merit Scholarship

SKILLS

- Content Creation – Photography / Cinematography
- Creative Direction / Campaign Strategy / Event Production
- Adobe Creative Suite / Microsoft Office

AWARDS

- Leon Hess Business School Societal Impact Award, MBAA Conference, Chicago 2023
- Female Rising Star Award, American High School Film Festival, New York City, 2021
- 13 awards, nominations, and official selections across major youth and international film festivals

WORK EXPERIENCE

Creative Intern | Roc Nation | Portfolio

New York City 09/2025-12/2025

Founded by JAY-Z, Roc Nation is a global entertainment company operating across music, sports, and brand partnership.

- Supported production across a wide range of content – fashion editorials, music videos, commercial campaigns, live events, and internal creative projects – contributing as a videographer, photographer, and PA, assisting with on-set visual execution.
- Selected by the Art Director for an episode of Roc Nation's upcoming in-house series, responsible for on-camera interviewing and technical production setup.
- Provided shooting and editing support for Roc Nation creative initiatives, contributing to visual assets for artists and brands such as ASAP Rocky, Alicia Keys, Rihanna, Megan Thee Stallion, Lil Uzi Vert, Armand de Brignac, and Paper Planes.

Marketing Intern | Dentsu Group Inc

New York City(Remote), 06/2025-08/2025

Dentsu Entertainment creates tech and audience-driven strategies that build brand value through innovative entertainment.

- Collaborated remotely from NYC with the Director of Dentsu Entertainment Taiwan to refine English-language strategies and client pitches for entertainment projects, leveraging trend research and competitive analysis to boost brand relevance.
- Oversaw a global brand partnership proposal for Chatime × SEVENTEEN's IP, synthesizing K-pop fandom analytics, merchandise trends, and SEA/U.S. market insights to position MINITEEN as a scalable IP; the pitch deck earned first-round client approval.

Creative Strategy Intern | Digitas, Publicis | Portfolio

Taiwan, 05/2024-07/2024

An integrated marketing agency that connects media, creative, data, strategy, and technology.

- Led a team of three in producing a luxury e-bike brand's anniversary campaign, producing all visual assets—including a promo video, graphics, AI-generated projections, and social content—culminated in a high end pop up showroom, press launch and client acclaim.
- Pioneered data-driven concept development for a gamified badge system on McDonald's global app, leading to its post-internship launch; initiated region-specific badge ideas that informed final design and drove user engagement strategy.
- Prototyped AI video production workflows using ChatGPT, Make, and ElevenLabs to support narrative development and boost storytelling efficiency in key internal and external presentations.

Marketing Intern | Greener Grass Production & Tomorrow Together Capital

Taiwan, 05/2023-07/2023

Taiwan's award-winning film production company and the first audiovisual private equity fund.

- Coordinated influencer and media partnerships for Film Festivals, boosting audience turnout and media exposure.
- Supported Netflix press events with targeted media lists, logistics, and visual styling.
- Refined English-language investment decks and marketing materials for a film production and private equity firm.

Producer, Photographer, Cinematographer, Tutor | Freelance | Portfolio

New York City, 2021-Present

NYFW / JP Huang Studio - JP is a renowned music video director, worked with top tier artists such as Faye Wong and Jay Chou.

- Directed the New York segment of Jeff Chang's global music video for a 20+ crew, finishing 12% under a \$15K budget / 300K+ YouTube views.
- Assisted NYFW shoots, producing content for brands like La Roche-Posay, Who Decides War, and Christian Cowan.
- Tutored 20+ students in Premiere Pro, photography, and English language skills; students showed measurable academic improvement, with one earning an English teaching certification.