

# JESSICA LUU

## CONTENT CREATOR



### EDUCATION

**UNIVERSITY OF MISSOURI | AUG. 2014 - MAY 2018**

Bachelor of Journalism: Strategic Communication

Minor in Business

GPA: 3.7



### CONTACT

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www.jessicaluu.com



### EXPERIENCE

#### VIDEO EDITOR | BUZZFEED | SEP. 2020 - PRESENT

- Editor for BuzzFeed branded content (Multiplayer, BuzzFeed Presents, Tater-Tots, Goodful)
- Execute graphics, structure, pacing, music and comedic moments with minimal direction

#### VIDEO EDITOR | TUBESCIENCE | APR. 2019 - SEP. 2020

- Create and edit performance-based video content for social media platforms for 10+ brands that improved spend, cost per acquisition, click-through and conversion rate
- Build graphics and video templates following brand guidelines of each client
- Assist and innovate new ideas for video shoots and concepts
- Analyze data from Facebook Ads Manager to optimize performance of future videos

#### CONTENT CREATION INTERN | EDELMAN | AUG. 2018 - FEB. 2019

- Collaborate with Content Producers and creative teams to execute client video deliverables
- Assist on shoots in-house or on location by setting up lighting, sound and sets
- Produce and edit animated motion graphics, green screen replacements, case study/sizzle videos, internal content, social content, voice overs

#### VIDEO/PRODUCER | MOJO AD | JAN. 2018 - MAY 2018

- Work with a team for a semester for our client, Dairy Queen, to develop an integrated marketing campaign and strategic plan
- Storyboard, film and edit all videos for campaign and presentations
- Help conceptualize ideas for all aspects of the campaign



### ACHIEVEMENTS

**DEAN'S LIST: MISSOURI SCHOOL OF JOURNALISM**

**HONORS COLLEGE**

**MULTICULTURAL CERTIFICATE**



### SKILLS

- Adobe Creative Suite
- Video Motion Graphics
- Videography
- Photography
- Facebook Ads Manager