

Roselyle Zhao

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Professional Summary

Versatile communications and media professional with expertise in strategic communications, film production, and cross-cultural engagement. Skilled in content creation, social media strategy, and multimedia production. Passionate about crafting compelling narratives that connect with diverse audiences and promote collaboration through storytelling.

Education

Master of Fine Arts (MFA) in Film Production 2025

Rochester Institute of Technology
Thesis: A Wayfarer

- Selected for screening at Philadelphia Asian American Film Festival, LA Film & Documentary Award, and Melbourne Queer Film Festival.
- Finalist in NewFilmmakers NY and semi-finalist in Flickers' Rhode Island International Film Festival.

Bachelor of Science in Strategic Communications, Minor in Media Production 2019

University of Colorado at Boulder

Interest

- Travel and cultural exploration
- Retro-inspired and alternative visual aesthetics

Skills

- Multimedia Production: Cinematography, Editing, Post-Production, Color Grading, Sound Recording
- Social Media Management: Xiaohongshu(Rednote), TikTok, Instagram, YouTube
- Software Proficiency: Adobe Premiere, Photoshop, Da Vinci, Pro Tools, Maya, Microsoft Office
- Languages: English, Chinese
- Cross-Cultural Communication and Storytelling

Professional Experience

Cinematographer & Production Assistant | Magic Spell Studios
Aug 2022 – Dec 2024

- Contributed to cinematography, editing, and storytelling for film and multimedia projects.
- Rigged equipment, managed inventory, and handled file organization.
- Designed graphics for promotional materials and content.
- Assisted in pre-production, on-set coordination, and post-production workflows.

Social Media Strategist & Content Creator | Freelance
2020 – Present

- Developed and executed social media campaigns for Xiaohongshu(Rednote), TikTok, and YouTube.
- Created engaging content, boosting Xiaohongshu to 60K likes and 18K followers in one week.
- Used analytics tools to optimize performance and engagement.

Video Content Creator Beijing Art Media Lab · Freelance
Mar 2021 – Aug 2021

- Researched, scripted, shot, and edited educational video content for students aspiring to study abroad.

Crew Service | Hebei Siyi Culture LLC · Contract
Jun 2016 – Aug 2016

- Provided crew services under the producing department, including budgeting, purchasing, and logistical support.
- Worked on set operations in Shijiazhuang, Hebei, China, ensuring smooth production workflow.