JEFFREY ZHAO

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EDUCATION

CUNY Hunter College **New York, NY**
Bachelor of Arts: Emerging Media *Aug 2022 - May 2026*

- **GPA:** 3.6/4.00 | **Honors:** Dean's List

SKILLS

Editing & Post-Production: Adobe Premiere Pro, DaVinci Resolve, After Effects,
Design & Creative Software: Photoshop, Illustrator, InDesign, Substance 3D
Production: Cinematography, Lighting, Color Grading, Storyboarding, Creative Direction
Marketing & Media: Social Media Marketing, Content Strategy, Short-Form Content
Additional: Microsoft Office Suite, Fluent in Mandarin & English

WORK EXPERIENCE

HYVEOUT **New York, NY**
Director of Photography | Editor *Dec 2024 – Present*

- Collaborate with musical artists to develop visual concepts, oversee on-set cinematography, and execute lighting/composition for branded video content.
- Edit and color grade projects in Adobe Premiere Pro and DaVinci Resolve, ensuring polished storytelling and consistent visual identity.

Akhielo **New York, NY**
Digital Content Producer *Aug 2024 – Apr 2026*

- Produce and edit branded short-form video and photography content from pre-production through post-production for multi-platform digital campaigns.
- Executed TikTok and Instagram content strategies that increased overall reach by 142% while maintaining consistent brand aesthetics.

TikTok **New York, NY**
Content Creator *Sept 2021 – Present*

- Produce short-form video content centered on cinematic editing, storytelling, and creator-focused branding, consistently generating 1,000–5,000 organic views per post.
- Developed targeted video campaigns for small businesses and personal branding initiatives, generating 400,000+ cumulative views and 44,000+ likes.

Selected Film & Media Projects

EZCODYLEE — "AOTY" (Official Music Video) | Director of Photography **Mar. 2026**

- Served as Director of Photography for the official music video "AOTY," collaborating with a 10-person production crew to execute stylized cinematic visuals on a low-budget production.
- Assisted with production planning, scene layout, and actor blocking to strengthen visual storytelling and on-set efficiency.
- Designed camera composition and lighting setups that contributed to the video surpassing 15,000+ YouTube views within two months of release.

"MARA" | Director of Photography, Editor & Colorist **Dec. 2025**

- Shot, edited, and color graded the narrative short film *MARA*, a psychological drama centered on grief, memory, and emotional isolation.
- Crafted visual pacing and atmospheric lighting to support the film's final narrative reveal and emotional impact.
- Finalist for *Best Narrative Undergraduate* and *Best Music in Film* at the CUNY Film Festival.

EZCODYLEE & NINEXTEEN - PUNK ! | Director of Photography **Jan. 2026**

- Served as the Director of Photography, managing camera composition and lighting to capture stylized, high-impact visuals that drove the project to surpass 3,000 views within the first week of release.
- Conceptualized the music video's visual direction, harmonizing the track's high energy with the distinct personalities of the featured artists.