

Lining Bao

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Los Angeles, CA

liningbao.com

liningbao125@gmail.com

[\[Portfolio Link\]](#)

Education

Boston University / B.S. in Advertising & B.S. in Film and Television

AUG 2019 - MAY 2023 | GPA 3.79

University of Southern California / M.S. in Digital Social Media

AUG 2023 - MAY 2025 | GPA 3.75

Experience

[Iris Pictures LLC](#) / Producer & Director

MAY 2023 - PRESENT, LOS ANGELES & NEW JERSEY

- Directed and Produced over 100+ photo shoots and 50+ video projects for a diverse clientele, including high-profile artists (e.g., Steve Aoki, Edison Chen, Yichun Shan, Nana Ouyang) and multinational corporations like Forbes, Shokz, Prada, HoYoverse, Freeman, CATL, etc.
- Excelled in production and art direction, driving significant social media engagement and audience growth.
- Leveraged analytics to enhance digital presence and content performance across social platforms and the official website.

Pellas Gallery / Content Creator Intern

JAN 2023 - JUNE 2023, BOSTON

- Working with U.S. and international artists (e.g., Tetsutaro Kamatani, Tim Gianelli, Giovanni DeCunto) to produce videos of their work and exhibitions, documentaries, introductions, and gallery's social media marketing content.
- Shooting photographs for art exhibitions and portraits of artists for demonstration purposes.
- Assisting the gallery with day-to-day operations (e.g., Preparation of gallery space and installation of artwork)

Overseas Student Service Corp / Videography Intern

JUNE 2022 - AUG 2022, BOSTON

- Designed and developed 2 warm-up videos for the OSSC 2022 marketing campaign.
- Assisted in the creation of written, video, and image content for the official marketing channels.
- Participated in weekly team meetings and contributed to brainstorming and idea generation.

Tesla, Inc. / Marketing & Videography Intern

JUNE 2022 - AUG 2022, BOSTON

- Produced 10+ commercial videos and video content for relevant social media platforms (TikTok, Weibo, Twitter, WeChat, bilibili), etc. and gained an average of 100k views per video.
- Developed and managed projects from concept to completion, including storyboards, outdoor shooting, post-production editing, and final delivery formats.
- Maintained schedules, managed deadlines, and interfaced with 5 teammates to support production activities.

Ningbo Usun Products Co., Ltd / Global Marketing & Research Intern

JUNE 2022 - AUG 2022, BOSTON

- Developed international market research reports (North America/Asia), relative risk assessments, and strategic plans for export commodities.
- Assisted in product details translation and overseas promotion on Amazon and AliExpress.
- Executed core CRM processes, including client maintenance and expanding customer base.

Skills

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- **Production**
 - Commercial Photography
 - Commercial Videography
 - Production Design
 - Live Production
 - Post-Production
 - Directing
 - **Advertising**
 - Content Creation
 - Social Media Marketing
 - Graphic Design (UI & UX)
 - Web Development
 - Creative & Art Direction
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Awards

Student Production Awards

National Academy of Television Arts & Sciences (NATAS)
JUNE 2024, BOSTON

Dean's List

Boston University - College of Arts & Sciences
SPRING 2020, BOSTON

Dean's List

Boston University - College of Communication
FALL 2021 & SPRING 2022 & FALL 2022 & SPRING 2023, BOSTON