

Yilin Shen

Creative Content Producer

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SUMMARY

Creative content producer creating short form video and paid social content for fashion and lifestyle brands. Experienced in developing platform native content from concept to delivery, with organic content generating 700K+ views and Meta ad creatives achieving CPMs as low as \$8.

EXPERIENCE

Creative Content Producer | Nov 2025 – Jul 2026

Sesto Synergy | Rochester, NY

- Produced and published 10+ paid social ad creatives for Meta platforms, managing concept development, filming, editing, and delivery, with top performing campaigns achieving CPMs as low as \$8.
- Created and delivered 100+ customer story videos showcasing custom ring orders, improving content quality and customer engagement.
- Rebuilt the customer video production workflow by introducing shot tracking, production stage documentation, and cross department coordination systems, ensuring accurate delivery and reducing missed content.

Independent Short Form Creator | Sep 2025 – Oct 2025

RedNote, Tiktok

- Built a K-pop fandom bead art series applying jewelry techniques, hitting 618K+ views in five weeks with one post reaching 518K+ views and 34K+ likes.
- Concepted, filmed, edited, and posted short-form and static content that leaned into fandom culture and platform-specific formats to drive organic reach.

Social Media Coordinator in Metal Studio | Jan 2025 – Dec 2025

Rochester Institute of Technology | Rochester, NY

- Produced and edited video content for the Metals and Jewelry program.
- Managed Instagram Reels and content publishing for the studio account.

Marketing & Design Intern | May 2023 – Aug 2023

Hygge Coffee | Shanghai, China

- Produced short form content and visual branding for TikTok and RedNotes.

EDUCATION

MFA in Metals and Jewelry Design

Rochester Institute of Technology — Rochester, NY

Jul 2026 (Expected)

BA in Fashion Design and Accessories

Beijing Institute of Fashion Technology — Beijing, China

Sep 2023

TOOLS & SKILLS

Platform Experience: Instagram, Facebook, RedNote, Douyin

Video Production: CapCut, Final Cut Pro, Premiere Pro

Design & AI Tools: Tapnow, Photoshop, Illustrator, Procreate, Rhino 3D

Content Strategy: Paid social creative, Trend research, Audience retention

LANGUAGE

English | Mandarin Chinese (Native)