

JOSHUA CHANG

E: thejoshuachang@gmail.com

W: thejoshuachang.com

EXPERIENCE

YouTube, Content Creator

Mar 2022 - Present

- Produced several videos for my tech-focused YouTube channel, with a following of roughly 187K.
- Managed the entire production cycle, including product testing & research, scripting, filming, motion graphics, and editing.
- Managed the business using a custom workflow built in Notion.
- Implemented strategies in SEO, CTR, and retention with analytics tools.
- Established successful collaborations with brand sponsorships, effectively promoting products to an audience.

Joshua Chang Media, Freelance

May 2017 - Present

- Worked with several brands such as Instacart, Adobe, Shopmonkey, and Kikoff to direct short-form social ads.
- Led the end-to-end production, from ideation and scripting to directing, cinematography and editing.

Curology, Senior Video Producer

Jan 2018 - Mar 2022

- Produced several marketing-focused videos from start to finish, taking on writing, directing, cinematography, editing, color grading, sound mixing, and motion graphics.
- Spearheaded hiring and building out the team as the first video team hire.
- Budgeted and acquired gear, managed inventory, set up a NAS, and managed projects through Trello.
- Collaborated cross-functionally with project managers, designers, user-acquisition, and legal teams to align video content with organizational goals.
- Managed and led a team of 3 editors, fostering skill development through mentorship and regular skill-building sessions.

Venture Christian Church, Video Producer

Sep 2017 - Jan 2018

- Directed, filmed, edited, and color graded human-focused narrative videos, enhancing the visual storytelling aspect of weekly messages.
- Worked closely under the creative director to ensure videos maintained brand consistency and identity.

SKILLS

Adobe Premiere Pro
Adobe After Effects
Adobe Audition
Adobe Photoshop
Adobe Lightroom
DaVinci Resolve
Final Cut Pro X
SEO
Content Strategy
Video Retention
Video Engagement
Scripting / Research
Thumbnail Design
Mentorship

EDUCATION

Syracuse University
BFA Film, 2017