

# REBECCA DIXUAN BAI

Sr. Video Editor / Illustrator / 2D Animator

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## EXPERIENCE

**IL MAKIAGE & SpoiledChild™**, NYC – Sr. Video Editor / Project Manager  
March 2021 - present

- Managing NYC video team, developing and implementing a timeline to achieve targets for team members
- Conducting bi-weekly training / learning session of team members to maximize their potential
- Generate 30 winning ad sets weekly for direct response sales for various social media platforms.
- Ideate and execute creative concepts for thumbstopping videos
- Lead and produce various scales of production from start to finish, which includes casting, location scouting, securing HMUs and props.

**VaynerMedia**, NYC – Creator (Art Director & Editor)

September 2020 - March 2021

- Created hundreds of paid and organic social media content for various clients, such as WeWork, Chase, Sonic, and SpaghettiOs
- Conceptualized and executed more than 10 ads weekly, driving social media engagement for brands

**UN Refugee Agency Live Concert**, NYC – Freelance Editor

June 2020

- Edited live concert videos for UNHCR and UN Chamber Music Society for World Refugee Day 2020
- Synced multicamera footage of individual musicians' performances into one orchestral video

**Portraits of The New New Yorker**, NYC – Director/Video Editor/Camera

October 2019 – March 2020

- Produced, directed, filmed and edited mini-documentary series
- Created engaging and dynamic digital content for clients
- Designed personalized motion graphics for individual videos

**Runjing Energy Tech Co., Ltd**, Shanghai, China – Video Editor/Camera

May 2018 – October 2019

- Filmed and edited corporate videos, designed branded motion graphics
- Established brand tone of voice with stakeholders, created and reviewed briefs, set deadlines

**Edelman**, NYC – Video Editor/Motion Graphics Designer

November 2017 – April 2018

- Designed and edited motion graphics
- Created storytelling video segments and GIFs

**Claire's Store**, Chicago, IL – Video Editor/Photographer  
October 2016 – November 2017

- Edited over 65 videos for Claire's and ICING brands
- Contributed to increasing YouTube subscriptions by 1435%
- Led creation of brand graphics and 2D animation
- Directed video talent and established the creative editing style for brands

## CLIENTS

WeWork

Sonic

Chase

SpaghettiOs

The Invisible Thread

United Nations

Shimao Property Holdings Ltd.

China Energy Shanghai Runjing Energy & Technology Co.

Claire's Stores

Icing Stores

Make-A-Wish Foundation

Northeastern University Behavioral Science Department

## SKILLS

Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects, Adobe Illustrator, Adobe Fresco, Procreate



Video Editing



2D Animation



Storyboarding



Illustration



Graphic Design



Animated GIFs