

TN Chen

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SUMMARY

Creative marketer and storyteller with four years of experience in freelance videography and photography, specializing in commercial and fashion-focused content. Passionate about Electronic, R&B, and Jazz, with hands-on experience producing and marketing an independent music album release. Skilled in campaign leadership, audience insights, and cross-team collaboration. Aspiring to drive artist growth and innovation in music marketing.

EDUCATION

Art Center College of Design
BFA Film – Directing & Editing

Pasadena, CA
Anticipated to graduate Dec 2025

UAL London College of Communication
Study Abroad BA (Hons) Film Practice - Production Designing

Elephant and Castle, London
Feb 2024 – May 2024

COURSE PROJECT

Disney X LEGO Marketing Campaign
Art Center College of Design - Principles of Marketing

Pasadena, CA
Jan 2025 – Apr 2025

- Conducted market research including data analysis, customer personas, and competitive analysis.
- Delivered product concept pitch deck in front of peers and professor weekly and incorporated feedback to resolve productibility & market concerns.
- Produced and presented a short campaign film as the final deliverable.
- Collaborated successfully with teammates while managing the team's schedule; delivered results by deadline despite production delays.

EXPERIENCE

Tenna Dakota
Independent Music Artist & Music Marketer

Los Angeles, CA
2024 – Present

- Executed marketing strategy for a single and upcoming album release, generating 13K+ views and 60% engagement growth.
- Coordinated production and wrote 9 tracks album, collaborating with industry professionals to ensure release-quality sound.
- Designed album artwork, teaser videos, and social media campaigns using Adobe Creative Suite.

Chentingan (Freelance Business)
Creative Videographer and Photographer

Los Angeles, CA
2020 – Present

- Launched creative business studio; driving a 25% YoY increase through strategic branding.
- Conducted brainstorming and sessions to achieve clients' creative vision using artistic techniques.
- Analyzed platform trends and collaborated with 59 lifestyle models to create high-performing social media assets, increasing average post engagement by 150%.

SKILLS

- Design: Digital Marketing, Content Creation, Team Collaboration, Public Speaking
- Languages: Mandarin (Native Fluency), English
- Software: Adobe Photoshop, Premiere Pro, Microsoft Office Suite (Excel, Word, PowerPoint)