

Joanna Shan

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Education

University of Pennsylvania

B.A. in Urban Studies,
concentration in Design,
Summa Cum Laude

Skills

Principles

- Scripting
- Interviewing
- Editing
- Archival research
- Motion graphics
- Data visualization
- Mobile + web design

Platforms

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Suite
- Figma

Equipment

- Sony FX3, FX6

Experience

Video Producer | The White House

JULY 2024 - PRESENT ◦ WASHINGTON, DC

- On 6-person video team creating content for all [@whitehouse](#) and [@potus](#) channels.
- Cover presidential events and assist with presidential DTCs. Pitch, script, shoot, and edit explainer-style videos with administration officials.
- Interview guests invited to the White House, ranging from everyday people to foreign dignitaries like President Zelenskyy.

Social Video Consultant | Rest of World

FEB 2024 - JULY 2024 ◦ NEW YORK, NY

- Created 25 videos for [Rest of World](#), a nonprofit publication covering the impact of technology beyond the Western bubble. Developed video style guide.
- Scripted, animated, and edited videos end-to-end, featuring reporters or appearing on camera myself.

Video Intern | The White House

JUN 2023 - AUG 2023 ◦ WASHINGTON, DC

- In 10 weeks, edited 17 short-form videos for [@whitehouse](#) and [@potus](#) that contributed to over 23 million views across Instagram and X. Topics ranged from new national monuments to policy explainers.
- Pitched and designed evergreen format for a new [@whitehouse](#) series "[Elevator Pitch](#)". Edited the [most viewed @potus video of July 2023](#).

Design + Marketing Fellow | Pear VC

SEPT 2021 - AUG 2024 ◦ REMOTE

- Remotely produced and edited videos, interviewing founders for events like investor presentations and startup incubator demo days.
- Created branding and marketing materials for external series like speaker events, biotech and healthcare podcasts, and more.

Video Production Intern | Huge if True

JAN 2023 - MAY 2023 ◦ REMOTE

- Pitched, researched, and wrote [short-form scripts](#) for [Huge if True](#), a technology series hosted by Cleo Abram.
- The 21 videos I scripted contributed to over 77 million views across Instagram and YouTube.

Co-Founder, COO | Monet

JUL 2020 - SEPT 2021 ◦ SAN FRANCISCO, CA

- Founded the doodle-dating app [Monet](#). We raised a \$500k pre-seed round from Pear VC, SHL Capital, and more. Before we shut it down in December 2022, over 500k matches and 800k drawings were made on Monet.
- Led marketing, fundraising, operations, and content: I co-designed the original app prototype, created viral TikToks, managed a team of college ambassadors, and more.
- Partnered with TikTok team to launch their new Login with TikTok feature.
- Read more about Monet on [Business Insider](#) and the [Daily Pennsylvanian](#).

Work samples:
read.cv/joannashan