

STEPHANIE SHEN

VERTICAL VIDEO PRODUCER, OPINION
THE NEW YORK TIMES

FORMER SENIOR VIDEO PRODUCER,
THE WHITE HOUSE

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HONORS AND AWARDS

[Women in Engineering](#) Short Student Documentary:

- Campus Movie Fest '19 **Best Documentary National Nominee**
- Campus Movie Fest '19 **Best Documentary, The College of NJ**
- 2020 **Cannes International Film Festival CMF Selection**

The College of NJ Leadership and Advocacy Award:

- **We Are Here** Documentary - Urban Ed. at The College of NJ
- **Can You Name A Famous Asian American?** Street Interview

Teen Ink Magazine

3-time Cover Photo Winner

16-time featured photographer

VSCO

5-time "With Distinction" curation team recognition

SKILLS

Adobe Premiere Pro	Vertical Video Production
Adobe After Effects	Voice Over Narration
Adobe Illustrator	Breaking News Reporting
Editorial Storytelling	Audience Tracking (KPIs)
Editorial Judgement	Media Management
Script Writing	Archive Management
Current Events Research	Graphic Design
Academic Research	Motion Graphics
Pop Culture Research	Audio Production/Editing
Project Management	Mandarin (Native Proficiency)

EDUCATION

The College of New Jersey

B.A. in Communications Spec. TV/Film, Magna Cum Laude
Commencement Speaker, School of Arts and Comms

EXPERIENCE

THE NEW YORK TIMES

Sept. 2025 - Present
New York, NY

Vertical Video Producer, Opinion

- Translate complex columnist and guest essays into video friendly scripts, utilizing editorial judgement to determine most pressing beats of a story and appropriate tone of the script + video (Ex. scripted/produced/edited [Editorial Board video](#) based off a written column)
- Lead creative execution by researching and implementing the most visually compelling archive footage + images to build the strongest visual thesis
- Shift writing and editing style depending on the topic at hand (ex. [West Bank sexual assault coverage](#) vs. [satirical Woke Right criticism](#))
- Spearheaded the creative branding and editorial style with Opinion head editor into a [repeatable format and recurring series \("Don't Miss This"\)](#)
- Collaborate with and implement feedback from both internal Times producers and external high-profile partners (ex. took personal editing notes from [Joseph Gordon-Levitt](#))
- Stay on top of overarching news cycle and Opinion columnist essays to gauge audience interest on particular topics.
- Juggle multiple pitches from Opinion desk and columnists and using editorial judgement to green light or pass on said pitches
- Produced/edited top three highest performing TikToks within first month of employment ([628k views](#), [1.5 million views](#), and [2.1 million views](#))
- Edited three videos ([1](#), [2](#), [3](#)) with over 2 million TikTok views within 40 days of employment, outperforming 88% of other vertical videos in that time period
- Contributed to 2.9 million median average Vertical Video viewers across all platforms (TikTok, Reels, NYT Homepage) within first month of employment, the highest monthly median viewers of any opinion video format

THE WHITE HOUSE

Oct. 2023 - Jan. 2025
Washington, DC

Senior Video Producer

- Conceptualized, filmed, edited 2-3 videos per week within a 36 hour deadline, amassing 53 million views and 3+ million likes to 55 million followers across White House & POTUS social channels
- Revolutionized digital content's reach by pitching and editing inventive hype video concepts that broke monthly viewership records
 - Ex. [Olympics Hype Teaser](#) (2.3 million views), [Medal of Freedom Teaser](#) reposted by Nancy Pelosi (1.4 million views)
- Ensured high production quality with external high-profile stakeholders by leading pre-production and production setup (Ex. Interviewed and edited [Lili Reinhart](#), [Lucy Liu](#), [Uma Thurman](#); co-filmed [Spike Lee](#), [Steven Spielberg](#))
- Collaborated with policy experts to script wrap-up informational videos by summarizing and synthesizing complex legislations
- Increased viewership of Investing in America series by 72% from 224k views to [793k views](#) within 1 week by implementing After Effects intro
- Implemented and compromised on feedback from high profile stakeholders like Oval Office, Legal, Research, and National Security Council

NBCUNIVERSAL

Sept. 2022 - Oct. 2023
New York, NY

Motion GFX Operator/Technical Associate

- Located + opened show rundowns to operate teleprompter in high-pressure breaking news environment during highest rated shows
- Anticipated needs of producers and anchors by actively listening to split second editorial decisions
- Built 116 Midterm Election 2022 graphics in real-time for Lester Holt and TODAY's Savannah Guthrie live coverage to 3.1 million viewers
- Optimized graphic play out workflows with engineering team via AirTable

LUNAR ACCEL

July 2022 - Oct. 2023
New York, NY

Head of Video/Head of Design

- Researched, wrote, filmed, edited, and hosted nonprofit's first video about Chinatown that [went viral at 29,000 impressions](#)
- Researched and stayed up-to-date on current TikTok and Instagram trends from concepts to audios and produced/edited videos aligned with said trends (Ex. [Wes Anderson trend](#), [tiny-mic street interviews](#))
- Planned posting schedule according to impression analytics and workshopped engaging yet concise video captions with CEOs
- Incorporated motion graphics and animation to elevate visual storytelling
- Designed first ever pitch decks for donors and 6-foot-tall event poster