

KEITH TANG (KAIJIAN DENG)

Social Media Marketer | Content Creator

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EXPERIENCE

Founder / Executive Producer 01/2020 - Present
DIKEBI MCN Agency San Francisco, CA

- Collaborated with skiing champion Eileen Gu to produce a television commercial for the social media platform RED during the 2022 Winter Olympics. Executed remote shoots across the U.S. and China, culminating in a broadcast on CCTV that reached over 200 million viewers.
- Directed and promoted the award-winning short film "This Is Goodbye." Utilized Search Engine Optimization (SEO) strategies, achieving 131,000+ views on YouTube.
- Managed the social media brand IP 'DIKEBI,' adeptly establishing and maintaining profiles across major platforms like TikTok, Instagram, Red, and WeChat. This role involved deepening my understanding of social media algorithms, contributing to strategic management that garnered 19,000 views on Bilibili.
- Utilized artificial intelligence (AI) tools to produce the high-quality short documentary 'William, Bon, and Peter Pan,' which earned Three Telly Awards.

Social Media Strategist & Content Creator 06/2023 - 09/2023
Sing Tao Newspapers South San Francisco, CA

- Organized the 'I Am the Little Mayor' youth political knowledge summer camp, successfully managing a three-week curriculum and establishing a vibrant online discussion group for 29 participants to foster continuous engagement and learning.
- Helped Sing Tao Newspapers launch a new online media program, including YouTube shows and an online radio station. Assisted in producing a Web TV series that quickly exceeded 26,000 views and garnered over 1,000 subscriptions.
- Served as a radio host, reported daily news on a live podcast program.

Event Planning Director 04/2022 - 09/2022
NorCal Overseas Student Association San Ramon, CA

- Planned and executed the association's inauguration ceremony. Managed remote coordination with various departments for preliminary preparations and hosted the event in San Ramon, securing sponsorships from 11 businesses and organizations.
- Organized and spearheaded a US-China corporate job fair, coordinating with companies from both the U.S. and China to facilitate a hybrid in-person and remote recruitment event. Provided a critical employment platform for overseas students in the U.S., while also founding a professional online community of 200 members.

EDUCATION

Master of Arts (MA) in Communications & Media Technologies 09/2022 - 12/2023
Academy of Art University San Francisco, CA

- Contributed four films to the 2023 Spring Show exhibition. Notably, my short documentary "The Secrets of Family" won the "Best Editing Award."

Master of Fine Arts (MFA) in Motion Pictures and Television 09/2018 - 05/2022
Academy of Art University San Francisco, CA

- Participated in the 2022 Spring Show exhibition with a drama short film.

Bachelor of Arts (BA) in Journalism 09/2014 - 05/2018
Guangdong University of Finance and Economics Guangzhou, China

- Led the school's social media account to become one of the most popular among nationwide universities, achieving over 60,000 new followers and accumulating more than 1 million views within a year, as verified by the "Southern Data Lab."

Exchange Student in Advertising 09/2016 - 01/2017
Takming University of Science and Technology Taipei, Taiwan

- Won the "Top 8" award among 400 participants in Taiwan's "MWD Mobile Microfilm Competition."

SKILLS

Project Management · Leadership ·
Cross-Cultural Communication ·
Search Engine Optimization (SEO) ·
Marketing Campaign Strategist ·
Google Analytics · Digital Strategy ·
Social Media Advertising · Final Cut Pro ·
Adobe Premiere Pro · Logic Pro ·
Photoshop · Illustrator · Motion Graphics ·
Graphic Design · Editing · Copywriting ·
Photography · Content Creation ·
Brand Awareness

KEY ACHIEVEMENTS

Three Telly Awards Winner
Produced a standout short documentary, securing three Telly Awards among 13,000 global entries, showcasing superior filmmaking skills.

Acclaimed at International Film Festivals
My film "This Is Goodbye" received awards at seven international festivals, including New York City Independent Film Festival and San Francisco International Film Awards, emphasizing my capacity to produce globally recognized content.

Mayoral Recognitions for Event Excellence
Recognized by the mayors of Sonoma and Danville, California for exceptional leadership and organizational prowess in executing major community events.

LANGUAGES

English	Proficient	●●●●●
Mandarin	Native	●●●●●
Cantonese	Advanced	●●●●●