

KEITH TANG (KAIJIAN DENG)

Director & Writer | Award-Winning Content Creator | AIGC-Driven Storytelling

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 keithtangfilms.com

SUMMARY

Award-winning film director and content strategist with 8+ years of experience in cinematic storytelling, cross-platform video production, and AIGC-driven creative campaigns. Proven track record in leading end-to-end productions—from concept development to post-production—across film, streaming, and social platforms. Recognized with Three Telly Awards and seven international film festival honors, with projects achieving over 5M views and measurable audience growth of 30%+. Skilled in cross-cultural collaboration, leveraging bilingual (English/Mandarin) fluency to deliver high-impact content for global audiences.

EXPERIENCE

Video Content Lead

05/2025 - Present

Pacific Sequoia Inc. (Edubus Education)

Irvine, CA

- Led end-to-end production of 18 promotional videos for social media and outdoor advertising, managing pre-production planning, scriptwriting, set design, lighting, filming, and post-production.
- Coordinated closely with China-based teams to ensure seamless cross-border production and brand alignment for the 2025 Fall product launch.
- Designed and executed content strategies for the "Principal Wu" IP, producing 17 TikTok videos in the first month, driving a 36% increase in average views and a 31.7% boost in WeChat viewership compared to the previous month.
- Oversaw on-site filming operations, ensuring smooth execution of shoots across multiple U.S. locations, with a strong focus on cinematic language and visual storytelling.
- Managed company-wide NAS media archive, implementing an organized asset classification and distribution system to streamline collaboration with China's editing team.
- Served as Media Advisor for the SMART Club, mentoring local high school students in media production and leading event coverage for CicloIrvine and UCI Anti-Cancer Challenge.
- Utilized data analytics and link tracking to refine content strategies, optimizing engagement and reach across TikTok, WeChat Video, Xiaohongshu, and other platforms.

Founder / Executive Producer

01/2020 - Present

DIKEBI MCN Agency

San Francisco, CA

- Assisted in producing a key television commercial during the **2022 Winter Olympics**: Collaborated with international skiing champion Eileen Gu, executing remote shoots in the U.S. and China. The commercial aired on CCTV during the Olympics.
- Integrated artificial intelligence (**AI**) tools to produce the high-quality short documentary 'William, Bon, and Peter Pan,' which earned **Three Telly Awards**.
- Developed and directed the award-winning short film "This Is Goodbye." Utilized Search Engine Optimization (SEO) strategies, achieving 131,000+ views on YouTube.
- Produced and campaigned a short documentary for **San Francisco Animal Care & Control**, highlighting their pet relocation services for domestic violence survivors; also created and budgeted a public safety PSA for the **San Francisco Fire Department** to promote traffic safety.
- 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.

Video Editor

12/2024 - 03/2025

Crazy Maple Studio

Sunnyvale, CA

- Independently managed high-volume tasks: Provided comprehensive editing and feedback for over 57 episodes within 1 week, demonstrating exceptional speed and accuracy.
- Reviewed post-production quality control (QC) for 8 short dramas: Enhanced pacing, dramatic intensity, and visual continuity to meet market expectations.
- Completed trailers for 4 interactive short dramas. Each show amassed over **5 million views**, significantly increasing audience engagement and boosting series visibility.
- Contributed to the success of top-performing dramas, including *Oops! I'm in Love with My Stepbrother*, *Double Life of My Military Man*, and *The Virgin and the Billionaire (Spanish)*: Refined edits to optimize audience retention and enhance storytelling impact.

SKILLS

Product Management · Leadership ·

Cross-Cultural Communication ·

Search Engine Optimization (SEO) ·

Marketing Campaign Strategist ·

Google Docs · Video Production ·

Google Sheets · Social Media Advertising ·

Final Cut Pro · Adobe Premiere Pro ·

Audition · Adobe Photoshop · Adobe CC ·

Adobe After Effects · DaVinci Resolve ·

Canva · Video Editing · Technical Writing ·

AVID · Videography · Content Strategy ·

Directing · 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.

CERTIFICATION

Foundations of Digital Marketing and E-commerce

Coursera provides certification by July 28, 2023

Foundations: Data, Data, Everywhere

Coursera provides certification by July 2, 2023

EXPERIENCE

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 directed 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

- Focus on Directing.
- 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 and oversaw 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."