

Natalie Jenq

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EDUCATION

University of Southern California, School of Cinematic Arts

May 2027

MFA in Film and Television Production

GPA 4.0

Arizona State University, Barrett, the Honors College & W. P. Carey School of Business

May 2023

B.S. Business Management; B.S. Marketing

GPA 3.96

Film and Media Production Minor; Applied Business Data Analytics Certificate

Awards: New American University President's Award | Silver Service Award | Leader's Academy Student | W. P. Carey Dean's List | Mountain View High School Citizenship Award | Phoenix Chinese Week Scholarship | Arizona Hazlewood Scholarship | Tillman Scholar | McCord Scholar | **Edward M. Carson Outstanding Graduating Senior Award for the Department of Marketing** |

Turken Family Outstanding Graduating Senior Award of the W. P. Carey School of Business

Publications: ["Proposal to Implement Motion Picture and Television Industry Business Resources at Arizona State University"](#)

WORK EXPERIENCE

NJenq Media LLC

Phoenix, AZ

Founder, Photographer, Cinematographer

March 2020 - Present

- Utilize DSLR cameras including, the Canon EOS 6D and Sony A7iv, and film cameras including, the Canon AE-1, for studio, event, and unit still photography, while managing lighting equipment and design
- Increase social media engagement by 25% each week using strategic hashtags and demographic targeting through Insights
- Implement efficient invoicing and payment systems, reducing overdue accounts while analyzing financial data to make informed decisions for business growth and sustainability
- Provide creative direction and storyboards to clients and teams for performances, events/startups, studio portraits, and weddings, ensuring the realization of artistic visions complimenting my skills and their needs

Universal Pictures

Tempe, AZ

CampusU Marketing Representative

August 2021 - Present

- Promote upcoming Universal Pictures films by creating and utilizing guerilla marketing to target the students at ASU
- Organize at least 5 campaigns per film to entice 200 students to attend the campus screening of the movie
- Analyze the turnout and engagement to develop a more effective campaign and bigger turnout for the next film

Handshake x Intern Queen

Tempe, AZ

Content Creator and Brand Ambassador

June 2022 - December 2022

- Amplify reach and audience awareness of the mobile Handshake platform by creating content for 2 campaign pulses
- Write, film, and edit Instagram reels highlighting the perks of joining Handshake and tips on career development

NBCUniversal Media

Universal City, CA

Ad Sales Creative Partnerships Intern

June 2022 - August 2022

- Utilized integrated marketing to bring in 20+ outside brands to advertise across the NBCU networks (Bravo, Telemundo, etc.)
- Wrote and designed 10+ ad campaigns in response to RFPs brought in by the Sales and Research teams
- Engaged in proper storytelling to design, present, and sell pitches to 5 external clients in the course of 3 weeks
- Proposed a strategic competitive analysis of 12 current NBCU retail partnership strategies compared to their top competitors

The New York Times

Tempe, AZ

Brand Ambassador

November 2021 - May 2022

- Initiated weekly outreach to 150+ ASU students and faculty to promote The New York Times free subscription program
- Designed 10+ sponsored social media outreach posts every week to convey all subscription opportunities
- Tracked and analyzed the weekly sign-up rates from ASU to find ways to improve marketing outreach in the next week

General Mills

Tempe, AZ

Campus Leader

July 2020 - March 2021

- Represent General Mills on the ASU Tempe Campus and at career fairs to recruit top ASU students for internships
- Reach out to faculty and 20+ campus organizations to promote General Mills full-time/internship opportunities
- Attend multiple information sessions to help educate the 20+ attendees on company values and opportunities

LEADERSHIP DEVELOPMENT

Apple - UT Austin National Women's Case Competition

Remote

Chief Marketing Strategist

April 2021

- Collaborate cross-functionally to develop a new product go-to-market strategy to present to 6 Apple representatives
- Research Apple's marketing strategy, utilizing company data and history to establish a fitting marketing system and demand
- Provide alternate distribution channels with retail partnerships, comparing each to recommend the best fit for the product

W. P. Carey Business Ambassadors

Tempe, AZ

Business Ambassador

August 2019 - May 2023

- Host weekly information sessions to educate 20+ prospective ASU students and parents on W. P. Carey opportunities
- Facilitate Sun Devil Days for 150+ prospective students and their families by providing tours and participating in student panels

Executive Vice President

May 2021 - May 2022

- Worked with the Executive Board to plan and host bi-weekly meetings for our 50+ ambassadors
- Arranged professional development opportunities by hosting guest speakers from major corporations, planning etiquette dinners, and providing free professional headshots to ambassadors

Vice President of Administration

May 2020 - May 2021

- Recorded detailed meeting minutes and sent out reminders to all ambassadors for upcoming meetings and events
- Managed member attendance and requirements, and arranged campus visits for prospective new W. P. Carey students

Maroon and Gold Entertainment

Tempe, AZ

Producer & Marketing Coordinator

August 2021 - May 2023

- Coordinate marketing campaigns to rebrand the club image by incorporating more original work from club members
- Create partnerships with other film clubs to promote their upcoming projects through personalized social media posts
- Oversee productions of multiple short films pitched by club members by providing resources and guidance on safety procedures and production processes

Alpha Kappa Psi - Iota Xi

Tempe, AZ

Vice President of External Relations

December 2021 - May 2022

- Facilitated and sustained the communication and relationship between over 30 student organizations and corporate companies
- Created merchandise and social media campaigns to highlight the accomplishments of our 132 brothers and market our brand

Director of Professionalism

March 2021 - December 2021

- Oversee the professionalism committee members to plan pre-career fair mixers, case studies, and company site tours
- Teach essential business professionalism skills to 150+ members of the fraternity through weekly workshops
- Contact 30+ companies every semester to promote our professional career mixers and arrange in-chapter presentations

Benefit Picnic Fundraising Committee Member

September 2019 - November 2019

- Procured donations from 15+ companies and raised \$8,000+ for the Arizona Association for Foster and Adoptive Parents
- Collaborated with 54 others to organize and fund a carnival-style picnic for over 500 foster children in the valley

W. P. Carey School of Business

Tempe, AZ

WPC 101 International Student Facilitator

July 2020 - May 2021

- Conduct bi-weekly workshops, teaching personal growth and career development skills to 10+ first-year international students
- Closely manage and report the progress of every student throughout their first semester at ASU to WPC faculty

ASU Undertones (A Cappella group)

Tempe, AZ

Director of Outreach/Event Planner

January 2020 - May 2021

- Manage and promote the group through social media targeting on Instagram and Facebook
- Coordinate 10+ performances and mixers for the group to attend annually, on and off campus or virtually
- Plan schedules and performance logistics for all 14 singers for every show

PRODUCTION EXPERIENCE HIGHLIGHTS

ANN - Live Immersive Short Film Experience

Tempe, AZ

Producer, Director, Writer, Editor, Production Designer

April 2023 - May 2023

- Engaged in a 3-week period of machine learning and artificial intelligence training to program a prototype AI character (ANN) to base the story around
- Animated ANN's perspective of the world using Adobe After Effects and Canva to expand the worldbuilding aspect of the film
- Built a whole set inside of a sound stage within 1 hour to include ANN's "room" and a door opening to an empty void
- Directed actors and crew efficiently to capture a dystopian sci-fi universe that portrayed the point of view of a personified AI woman
- Utilized an Insta360 Pro 8K 360 Spherical VR Camera to capture scenes within the film that live audiences engaged with at the showcase

In Progress - Short Film

Tempe, AZ

Producer, Production Designer, 2nd AD, Casting Director

November 2022 - March 2023

- Managed and organized over 80 contracts, finance sheets, casting, crew calls, and festival nominations on behalf of the production
- Negotiated and secured location permits at the Daily Jam restaurant to film and incorporate their name in the film after scouting
- Supervised the 25 members of the crew and the 30 actors and extras on set to ensure safe set policies were followed

Kraft Cheese Commercial - E! News Network

Production Assistant and Stand-In for Erin Lim

Universal City, CA*June 2022 - July 2022*

- Assisted in an ABC camera setup and lighting design by working closely with the Director of Photography, gaffing department, and the directing team

Charges Against Humanity - Short Film

Producer, Director, Writer, Editor

Tempe, AZ*September 2021 - December 2021*

- Wrote, pitched, storyboarded, cast, directed, and produced an original 6-minute short film within five weeks
- Managed a crew of 14 people while organizing and financing an optimized shoot day for the cast and crew using Notion, Excel, and Celtx
- Utilized Adobe Premiere Pro and Adobe After Effects to piece together the film and add visual effects like glowing line motion graphics

VOLUNTEER EXPERIENCE**Tzu-Chi Foundation Phoenix Service Center**

Performer and Photographer

Chandler, AZ*September 2014 - Present*

- Photograph service events to publish on the Tzu-Chi website and/or the *Asian Pacific Times* newspaper
- Sing at the annual Tzu-Chi fundraising event in September to raise money for the impoverished around the world
- Raised \$500+ per song for the organization to buy and provide food and basic essentials to those in need

Phoenix Chinese Week

Master of Ceremony & Arts and Craft Director

Phoenix, AZ*February 2008 - February 2020*

- Organized the Children's Art Pavilion and help 100+ children complete the art project of their choice
- Served as the Master of Ceremony at the 2019 Phoenix Chinese Week festival for two days
- Educated 1,000 people daily on Chinese culture and traditions

Overseas Youth English Teaching Volunteer Service Program

Teacher and Lesson Coordinator

Yunlin, Taiwan*June 2019 - August 2019*

- Taught for 8 hours a day for 4 weeks at the Yunlin Elementary School in Taiwan for underprivileged children
- Created and wrote 20 sets of lesson plans targeting certain English vocabulary words to teach to 42 elementary students

Skills: Microsoft Office Suite, Google Workspace, Desktop Publishing, Social Media Targeting, Photography (DSLR- Sony, Canon, Nikon; Canon AE-1 Manual), Photo Editing (ACD, Photoshop, Lightroom), Graphic/Deck Design (Canva, Blender, Adobe Illustrator), Video Editing (iMovie, AVS, Premiere, After Effects), Project Management (Asana, Miro, monday.com), UX/UI Design (Figma, Adobe XD), Sound Design (Adobe Audition, GarageBand, Ableton, Audacity), Writing/Screenwriting (Celtx, Final Draft), Data Analysis (Tableau, JMP Pro, Excel)

Languages: English (full professional proficiency), Mandarin (native proficiency), Spanish (working proficiency)

Interests: Art (Spray Painting, Oil Painting), Music Production, Filmmaking, Photography, Acting, Traveling, Ziplining, Gaming