

SHANG GAO

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I will happily carry coffee but have big dreams of one day doing more

EDUCATION: DUKE UNIVERSITY (MAY 2009 – DURHAM, NC)

- Bachelor of Science in Economics – GPA 3.50
- Markets and Management Minor, Film/Video/Digital Minor

LEADERSHIP

Sweet and Sour Productions – Founder (Jan 2006 to Present – Durham, NC)

- Co-founded and ran independent creative media production group freshman year at Duke
- Hired and managed crew, composers, colorists, and other production elements
- Directed, edited, and produced shorts, ad campaigns, promotional trailers and videos, showcase DVDs, and other forms of media
- Clients include Duke University, Thankster.com, Asian Students Association, and Defining Movement dance group

Freewater Productions – President/Advisor (Mar 2008 to Present – Durham, NC)

- Revived and ran Duke University's umbrella film organization with focus on uniting the film community at Duke and promoting awareness, communication, and collaboration—successfully raised number of productions and activity to the highest it's been since 1996
- Implemented initiatives such as films before concerts and workshops during Freshman orientation to integrate the film community with the rest of campus culture by working with administration and media groups such as the Duke Career Center, Provost of Arts, and Cable 13
- Invited local filmmakers for workshops and hosted speakers such as Dan Levinson of Moxie Pictures to advise students and screen new work
- Provided consultations, on- and off-set advice, grants, equipment, crew contacts, and additional resources for student film projects at Duke
- Represented the campus film community on the Duke University Union panel, the largest student-run organization at Duke University, and met weekly to make decisions on student programming and allocation of the DUU's \$633,000 annual budget

Vector Marketing – Field Sales Manager (Summers 2005, 2006, 2007 – Atlanta, Charlotte, Los Angeles)

- Personally sold over \$35,000 of Cutco kitchen cutlery in three summers by scheduling, networking, and running one-on-one sales presentations
- Co-opened and ran new sales office in North Charlotte in 2006, trained and managed over 50 sales representatives, and led office to become the #3 top selling branch office in the Eastern Region and #17 in the company for the 2006 summer campaign
- Sponsored and developed 5 personal recruits that combined to do over \$50,000 in sales and became assistant managers in district offices

EXPERIENCE

TV Academy Foundation – Commercials Intern (August 2009 to October 2009 – Los Angeles, CA)

- Accepted into the commercials category out of over 1200 applicants to work with TBWA Chiat Day, Radical Media, and Arcade Editorial
- Gained detailed and valuable insight into the entire advertising process from soup to nuts by working closely with agency producers during the creative process and bidding, line producers during pre-pro and production, and editors during post and delivery
- Clients included Energizer, Nissan, Jack in the Box, and State Farm

The Martin Agency – AAAA's MAIP Broadcast Production Intern (Summer 2009 – Richmond, VA)

- Worked as full-time Final Cut editor for Running with Scissors, Martin's in-house editorial/post production facility
- Edited spots and videos for broadcast, internal, and new business including spots for Walmart's Smart Network, videos for the JFK Library's "We Choose the Moon" Apollo 11 anniversary website, and new business pitches for Wendy's and CDW
- Digitized and logged tapes, made dubs and DVDS, and assisted Flame and After Effects editors in post

Energy BBDO – AAAA's MAIP Broadcast Production Intern (Summer 2008 – Chicago, IL)

- Assisted Cannes Bronze Lion winning producer Liz Wzorek from storyboard to shipping on comedy dialogue, tabletop, and packaged goods spots
- Screened reels, Source Ecreative, Adcritic, and Boards and interacted with top directors, production companies, and editorial houses such as MJZ and Optimus Studios to recommend directors, editors, sound, music, and various other elements for jobs
- Helped produce ripomatics for new business and updated broadcast department on up and coming directors and new media trends
- Clients included Wrigley, Brinker, and Bayer

Industry Entertainment – Second Assistant (Summer 2007 – Los Angeles, CA)

- Wrote coverage and character analyses for incoming screenplays with focus on character development and plot structure
- Assisted talent manager Sandra Chang (Zack Braff, Justin Chambers) and learned to do efficient assistant work including roll calls, prepare schedules, arrange press kits and demo reels, and set appointments

AWARDS AND NOTABLE ACHIEVEMENTS

- 2009 William J Griffith University Service Award for Outstanding Contributions to the Duke Community
- 2009 Duke Student Affairs Distinguished Leadership and Service Award
- 2009 Hal Kammerer Memorial Award for Outstanding Film and Video Production
- Commissioned by Duke University Dean of Student's Office in 2007 as sophomores to film "Orientation," which advertised freshman orientation and life for Duke's incoming classes, and showcased films at Duke's Blue Devil Days 2008 for prospective incoming students
- Film Festival Awards include Ball Corporation 2009 Recycling Video Contest First Place, Air America's Obama Ad Contest First Place, Streets at Southpoint 2007 Holiday Film Contest First Place, Boston Consulting Group's 2008 Strategytube First Place, 30th Asian American International Film Festival Official Selection, 2007 Scene First Student Film Festival Official Selection, and many more (see www.sweetandsourproductions.com)
- 2008 Association of National Advertisers Multicultural Excellence Scholarship Award
- 2009 Clarence Leroy Holte MAIP Intern of the Year Nominee
- Vector Marketing Eastern Region 2006 Summer Conference II Push Top 20 Personal Sales and Vector Marketing President's Club