

KIRSTINA SANGSAHACHART

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Video/Photo Portfolio: <https://www.ksangphotography.com/>

VISUAL COMMUNICATIONS | PHOTOGRAPHY & VIDEOGRAPHY

Experienced digital media/marketing professional with expertise in photojournalism; social media campaigns; and video shooting, editing, and cinematography. Passionate about using storytelling as a means of making a social impact on a large scale. Proficient project leader able to effectively capture client vision, balance competing priorities and consistently deliver ahead of schedule.

Competencies: *Project Management | Visual Journalism | Video Production | Social Media Marketing
Marketing Campaigns | Corporate Event Photography | Photo/Video Editing | Digital SLRs | Lighting*

Technical Skills: *Adobe Photoshop | MS Office Suite | iWork Suite | Adobe Premiere | Adobe Lightroom*

KEY ACCOMPLISHMENTS

- Supported social media marketing campaign for Ghirardelli Chocolate; increased platform post viewership by up to 700% (*Onyx & Ash*)
- Organized event photography for Twitter's corporate holiday party with attendance list of 3000+ (*Ksang*)
- Published human interest story on local homelessness; launched series of public discussions leading to local officials' evaluation of existing/proposed legislation (*Palo Alto Daily News*)

EXPERIENCE | ACHIEVEMENTS

Onyx & Ash | *Sr. Photographer & Editor* | Oakland, CA 2014 – Present

- Led team of 5 for DevCon event hosted by PayPal; shot and edited headshots for all 100+ attendees; uploaded finalized set to internal portal within 1 day turnaround
- Acquire new client accounts through referrals and generated leads; support deal closures/negotiations
- Shot and edited a corporate branding video for company gala of 1000+ attendees
- Perform event coordinator responsibilities for client events; manage vendor relations to execute events
- Consult with clients on brand management, social media presence, and optimizing consumer traffic
- Manage online advertising campaigns on behalf of clients; track trends to attract target audience

Ksang Photography | *Digital Media Producer* | San Francisco Bay Area 2012 – Present

- Provided event photography for ~2-3 clients monthly, including: Taste Catering, Couchbase, Bonnie J Adario Lung Cancer Foundation, and the San Francisco Foundation; sustained repeat business on most accounts
- Designed and managed digital content for various clients, including: Google; Square, Inc.; and Playworks
- Led digital and social media marketing campaigns for Skydive the Rock company; realized an increase of 50%+ traffic and 'likes' on all platforms
- Provided visual marketing and web-based videos for local gyms to promote wellness initiatives/classes
- Led extensive video shoots onsite in Mexico for spirits company; edited and managed publications online
- Oversee team of up to 7 project assistants; appraise performance to ensure quality outcomes for clients

Palo Alto Daily News | *Sr. Photographer* | Menlo Park & Palo Alto, CA 2010 – 2014

- Proposed, designed and assembled visual journalism for newspaper with a circulation of 67,000+
- Facilitated discussions via online forums; analyzed trends to gauge/identify key issues for future story ideas
- Finalized editing and review for up to 4 stories daily; compiled photos within all scheduled deadlines
- Researched ideas for human interest and hot topic stories; pitched ideas with high rate of greenlit articles

EDUCATION | TRAINING

Bachelor of Arts, Journalism & Photojournalism | San Francisco State University (San Francisco, CA)