

YIWEN CHEN

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Arts & Entertainment Marketing | Live Event Production | Content Strategy & Audience Engagement

SUMMARY

Bilingual (Chinese/English) arts and entertainment marketer and producer with hands-on experience across live events, theatre, and media — from a Les Misérables 40th Anniversary world-tour stop to an independently produced Manhattan concert. Combines creative content production, integrated marketing campaigns, and data-driven audience research with end-to-end event operations. NYU double major in Educational Theatre and Economics (2026).

EDUCATION

New York University — Double Major: B.S. Educational Theatre & B.A. Economics *New York, NY | 2022 – 2026*
Double major bridging performing arts and audience engagement with quantitative / market analysis.

EXPERIENCE

Shanghai Media Group — Marketing Intern, Les Misérables 40th Anniversary World Tour (Shanghai) *Shanghai, China | Jun 2025 – Aug 2025*

- Curated and operated a 40th Anniversary exhibition and pop-up store, driving on-site audience engagement and event logistics.
- Edited bilingual marketing materials, audience guides, and concert subtitles — campaign content generated 120K+ views.
- Designed and ran the “Little Cosette” casting application (400+ applicants); wrote promotional video scripts and supported merchandise development with vendors.

Independent Concert — Marketing & Executive Producer *New York, NY | Feb 2025 – Apr 2025*

- Produced and marketed an independent live concert in Manhattan's East Village — owning budgeting, venue negotiation, and artist partnerships.
- Established revenue-sharing agreements with 4 independent acts while controlling costs through venue negotiation.
- Built integrated online/offline marketing tailored to local demographics; directed creative content (artist interviews, behind-the-scenes) and on-site videography.

Shanghai Media Group — Content Development Intern *Shanghai, China | Jun 2024 – Aug 2024*

- Produced a 20-page industry research report analyzing 10+ variety shows and documentaries; built a database of 200+ global programs across Asia, Europe, and North America.
- Researched short-form drama trends on TikTok and YouTube Shorts; delivered 6 data-visualization briefings on cross-cultural storytelling and localization strategy.

Shanghai Theatre Academy — Production Assistant *Shanghai, China | Jun 2024 – Aug 2024*

- Coordinated rehearsal schedules, call sheets, venue logistics, and contracts for a 20+ performer stage production.
- Managed production budgeting and reimbursements; reduced costs through comparative sourcing of props and costumes.

NYU Verbatim Performance Lab — Marketing Intern *New York, NY | Jan 2024 – May 2024*

- Drove social media promotion for experimental theatre productions and supported live-performance backstage operations.
- Conducted dramaturgical research (Brecht's Verfremdungseffekt; archival records), translating insights into scripting and staging references.

CO/LAB Theatre Group — Volunteer / Supporting Artist *New York, NY | Feb 2024 – May 2024*

- Facilitated drama exercises and one-on-one support for performers with developmental disabilities; led assistant-artist meetings and documented progress.

SKILLS & TOOLS

Marketing: Integrated Campaigns • Social Media • Content Strategy • Event & Experiential Marketing • Bilingual Copywriting • Audience Engagement

Production & Ops: Live Event Production • Budgeting • Vendor & Artist Negotiation • Scheduling & Logistics • On-Site Operations

Research & Analysis: Competitive Analysis • Market & Audience Research • Data Visualization • Industry Reporting

Tools: Adobe Photoshop • Procreate • CapCut • Excel • PowerPoint • Canva • LaTeX

Languages: Chinese (Native) • English (Fluent) • Japanese (Elementary) • Spanish (Elementary)