

Chengchao Li

MULTIMEDIA JOURNALIST | VISUAL & SOCIAL CONTENT CREATOR

New York, NY | (646) 675-6789 | chengchao.li.work@gmail.com

LinkedIn: linkedin.com/in/chengchao-li | Portfolio: chengchaoli.com | Photography Instagram: @chengchaoliphoto

PROFESSIONAL PROFILE

Multimedia journalist and visual content creator working across photography, video, social media, and bilingual storytelling. Experienced in reporting, interviewing, field and event production, short-form and vertical video, social publishing, and digital asset management for education, cultural, and community organizations. Works in English and Mandarin.

CORE PROFESSIONAL EXPERIENCE

CUNY K16 Initiatives – College & Career Bridge for All

New York, NY | Recurring seasonal program

Senior Coach, March 2025 – September 2026; Bridge Coach, May 2022 – March 2025

- Planned, wrote, designed in Canva, and personally published 53+ Instagram graphics and informational posts on the program account @bridgecoach_chengchao, turning institutional information and deadlines into weekly content for student audiences.
- Produced 200+ social, outreach, training, presentation, and web materials across Instagram, email, SMS, and Google Sites.
- Supported 1,500+ students across 15+ New York City public high schools through audience-focused digital communication.

Commonpoint Queens

Queens, NY

Social Media & Marketing Intern, two seasonal summer appointments

July – August 2024; July – August 2025

- Photographed and filmed sports, performances, concerts, classes, crafts, and community programs across multiple Queens sites, planning coverage with program staff.
- Selected and color-corrected 500+ photographs and produced 10 short-form videos, delivering finished assets to the marketing team for use across web and social channels.
- Organized, renamed, and tagged a 5,000+ photo and video asset library for easier reuse.

Boston University Productions

Boston, MA

Media Assistant

September 2023 – May 2025

- Supported 20+ field productions and 10+ campus events through production setup, technical coordination, on-location filming, footage logging, and media organization.
- Filmed campus and event footage with a DJI Pocket camera and completed light editing in Avid Media Composer.

National September 11 Memorial & Museum

New York, NY

Collections Intern: Photographs and Oral Histories

July – August 2023

- Reviewed 3,000+ archival photographs spanning 1965–2023 in CollectiveAccess and Merlin for a planned World Trade Center visual-history book project, shortlisting approximately 50 images and logging available catalog information.
- Wrote and expanded image captions and prepared the final selection recommendations.

Chinese-American Planning Council

New York, NY

Summer Intern

July – August 2021

- Co-produced *The Hushed Race: Evolution of Asian Hate*, a 15-minute documentary on anti-Asian discrimination, serving as primary camera operator and video editor from production through post-production.

ADDITIONAL EXPERIENCE

Boston University Development & Alumni Relations – Communications Intern

Boston, MA | January – May 2023

Built and scheduled segmented alumni and Giving Day communications in Anthology iModules, selecting visual assets and verifying content before publication.

The Daily Free Press – Photographer / Features Writer / Documentary Team

Boston, MA | 2023 – 2025

Produced news and event photography and supported story pitches, script checks, and camera production.

Shades of Long Island – Television Editor

Long Island, NY | May – August 2022

Edited 50+ video segments for YouTube and local television, integrating footage, graphics, and audio.

SELECTED MULTIMEDIA & DOCUMENTARY PROJECTS

Selected projects completed at Columbia Journalism School.

Documentary Photography

A Classroom, A Dance – Master's Project

November 2025 – March 2026

A five-month bilingual documentary photography project following a Chinese teaching artist across classrooms, workshops, rehearsals, and performances in New York. Produced approximately 2,000 photographs across eight reporting sessions and completed interviews, research, bilingual transcription and translation, captions, visual editing, and final story production.

Make Yourself at Home – Documentary Photo Essay

January – May 2026

A documentary photo essay on a Bronx restaurant and the community around it, built from approximately six shoots, about 1,000 photographs, and interviews with at least 10 owners, workers, customers, merchants, and residents. The final 17-image sequence, with an approximately 500-word text and a project webpage, was shown in a class exhibition at the Bronx Documentary Center in May 2026.

Video & Social

The Chess Keeper – Short Video Feature

2025

End-to-end production of a short cultural feature, from pitch through final edit in two days. Interviewed the owner, a worker, and customers; shot on a Sony mirrorless camera and edited in Adobe Premiere Pro.

May Day Rally – Vertical Social Video, City Newsroom

2026

A one-minute 9:16 news video pitched, reported, filmed on a smartphone, and edited in CapCut within two days. Interviewed 10 rally participants, wrote the captions and subtitles, and published on the City Newsroom class Instagram.

Reporting & Multimedia

City Newsroom – Student Newsroom

January – May 2026

Worked in a 10-person student newsroom covering New York City on same-day deadlines, rotating among reporting, photography, video, audio, writing, and producer roles.

Labor Beat – Multimedia Reporting

2025

Over an eight-week beat, reported four multimedia stories on labor and public policy, built from interviews, original photography, public data, policy documents, union reports, and public-records research, with information verified in Excel and Google Sheets.

EDUCATION

Columbia University Graduate School of Journalism

New York, NY

Master of Science in Journalism

May 2026

Boston University

Boston, MA

Bachelor of Science in Journalism; Bachelor of Arts in International Relations

May 2025

SKILLS

Photography & video: Photography, documentary photography, photojournalism, event and performance photography, videography, short-form and vertical video, Sony mirrorless camera workflows, DJI Pocket, smartphone video production, RØDE shotgun microphones (wired and wireless setups)

Editing & design: Adobe Premiere Pro, Adobe Photoshop, Adobe Lightroom, Adobe Camera Raw; Avid Media Composer; CapCut; Canva

Editorial: Story development, interviewing, caption writing, fact-checking, bilingual transcription, translation, content localization

Social & digital: Instagram, Reels, TikTok, YouTube, Facebook, LinkedIn, Xiaohongshu, Bilibili; social publishing, content planning, digital asset management

Languages: Mandarin Chinese – Native; English – Fluent

EXHIBITIONS & AFFILIATIONS

Exhibition: Make Yourself at Home, class exhibition, Bronx Documentary Center, New York, May 2026

Affiliation: Member, Asian American Journalists Association (AAJA)