**Allen Chao**

Location: Beijing | m: 158 0150 8751 | e: 20380101@163.com

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**A creatively minded media professional with extensive experience of planning and implementing media projects at China Central Television. With a background in media communications and creative industries, experienced in integrating diverse resources across different industries and developing multimedia programs in China, America and the UK:**

* **Produced over 100 episodes of TV show for Chinese young adults and teenagers.**
* **Created Chinese edition of American children’ s TV show *Global Guts.***
* **Explored and practiced how to launch and support social campaigns with various new media approaches such as online videos in London.**

EMPLOYMENT HISTORY

**TV Director**, CCTV (China Central Television), BeijingJul. 2004 – Mar. 2011

* Created and developed Chinese edition of American children’s TV show *Global Guts*, an action sports competition series produced by Nickelodeon. This involved developing a complete strategy, negotiating with American producers and gaining agreement, then adapting the original show for the Chinese audience, seeking sponsorship, organizing over 60 primary and middle schools among 30 cities in China, shooting the show at a film studio in Tianjin, China and eventually finishing TV programs in Beijing. (Dec. 2007 – Mar. 2011)
* Assisted in organizing and directing CCTV 2007 International Varsity Debate, a series of TV debates on various social topics conducted in Mandarin and 32 Chinese and 21 oversea debate teams took part in the program which was one of the most popular TV shows in China. (2007)
* Worked as the program director and quiz designer in a quiz game *Golden Apple* for Chinese university students, promoted the show in over 100 Chinese colleges and engaged thousands of students in joining the national TV show activity. (Jul. 2005 – Nov. 2007)
* Initiated Reality TV series *Happy Time* in July 2004, shows the authentic life of children and teenagers living in China’s countryside; led a 3-person team to make the program by travelling remote areas in northern China, interviewing local dwellers and shooting shows with a video camera on my own. (Jul. 2004 – Jun. 2005)

QUALIFICATION & CONTINUING PROFESSIONAL DEVELOPMENT

**Master’s Degree** **in Applied Imagination in the Creative Industries**

Central Saint Martins, University of the Arts London, Jan. 2014 – Dec. 2014

**Bachelor’s Degree** **in TV & Radio Journalism**

Zhejiang University of Technology, Hangzhou, China, Sep. 2001 – Jun. 2005

**Advanced English Course**

EF International Language School, New York / Chicago, Apr. 2011 – Dec. 2011