

Edmund Zhang

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Summary

Content producer and brand partnerships professional with experience across video production, creative strategy, and talent marketing in seven international markets. Founder of a videography brand serving clients from professional sports organizations to startups and clothing brands.

Work Experience

Sports Management Intern

June 2023 – Present (Seasonal Contract)

Vindicated Sports

Los Angeles, CA / Tokyo, Japan / Melbourne, Australia / London, UK / China / Doha, Qatar

- Produced and edited marketing videos and promotional advertisements for the agency, building visual content used across social media and business development.
- Assisted in filming and producing pilot short films for the agency's founder, creative work that directly contributed to securing investment and sponsorships for the feature documentary "Imported," now streaming on Hulu and Disney+.
- Managed talent marketing activations at global showcases across 7+ countries and cultivated strategic relationships with professional teams, sponsors, and brand partners to facilitate endorsement opportunities.

Creative Marketing Director

June 2025 – Present

VibeOps

Vancouver, BC

- Directed and produced end-to-end promotional video content for a B2B SaaS startup, increasing brand visibility across target markets.
- Built and executed a social media content strategy, including editorial calendar and platform-specific creative, applying consumer psychology principles to script and position ad content for key buyer demographics.

Sports Marketing Intern

September 2025 – December 2025

Premier Athlete Agency

Remote / San Diego, CA

- Led brand partnership outreach for NFL and collegiate athletes, producing 20+ targeted weekly emails to marketing and sponsorship teams at consumer brands.
- Converted cold outreach into confirmed endorsement deals by tailoring pitches to brand-specific goals, tracking KPIs and engagement metrics to improve conversion rates.

Videographer/Digital Marketer

March 2025 – Present (Contract)

Roundball BC

Vancouver, BC

- Produced marketing and advertisement videos for Roundball BC, supporting organizational brand growth and event promotion across Vancouver's basketball community, alongside game and player-development coverage.
- Managed on-site production independently from camera operation through post-production, delivering both branded advertisement content and game highlight reels.

Education

The University of San Francisco

June 2026 – Present

Master of Science in Sports Management

San Francisco, CA

The University of British Columbia

September 2022 – May 2026

Bachelor of Arts in Psychology

Vancouver, BC

- Relevant Coursework: Sports Law, Sports Economics & Finance, Marketing Science, Accounting & Budgeting in Sports. USA Computing Olympiad Silver Division; published paper "A Research on American Social Issues Reflected by the Movie 'Joker'..." in the Scientific Journal of Humanities and Social Sciences (ISSN: 2688-8653).

Leadership Experience & Activities

Entrepreneur/Content Creator/Digital Marketing

June 2024 – Present

EaZy Visuals

Vancouver, BC

- Created marketing and advertisement videos for clients ranging from early-stage startups to clothing brands, delivering content tailored to each brand's visual identity and audience; directed clothing brand photoshoots generating \$1,500 in revenue within one week.
- Edited and delivered custom highlight packages and branded content for basketball influencers and professional teams, including @devinthelab (574K IG Followers), @thekinghandles (272K IG Followers), @vancouverbandits (CEBL League Canada), and CBA (Chinese Basketball Association), with a focus on pacing, storytelling, and visual identity.
- Built and grew a freelance client base through social media, managing client intake, briefs, and delivery independently.

Media Executive

September 2022 – Present

UBC Fitness Club

Vancouver, BC

- Produced creative promotional videos and social media content, driving a 100% increase in the club's followers since 2022.
- Collaborated with the executive team to organize community events and implement growth strategies, boosting member engagement and retention.

Skills & Interests

Marketing & Creative: Content Strategy, Brand Partnerships, Talent Marketing, Campaign Management, Storytelling, Consumer Psychology, Cross-Cultural Communication

Production Tools: Adobe Photoshop, Adobe Lightroom, DaVinci Resolve, CapCut (Pro PC), Canva, Microsoft Office, Google Workplace

Certificates & Languages: ISSA Certified Personal Trainer, Valid CPR Certificate; English (Fluent), Mandarin (Fluent)

Soft Skills: Interpersonal, Great Problem Solver, Effective Communicator, Optimistic

Interests: Sports Media, Fashion Content Creator, Music, Content Creation, Fitness