Harley S. Pan

Video Producer & Creative Director | Storytelling, Marketing Strategy, Design & Events
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PROFILE

Video producer and creative director with 13 years of experience turning complex ideas into stories people remember. Plan, shoot, direct, and edit video from concept to delivery, and connect it to results with email, paid ads, analytics, and campaign strategy. Design interfaces and visual materials in Figma and the Adobe suite, and produce events from small workshops to a 20,000-person concert. Worked across corporate, education, government, and community organizations, including 5 years as the sole creative for Sabey Data Centers. Recognized with three Telly Awards and the 2026 Communicator Award of Excellence.

KEY STRATEGIC ACHIEVEMENTS

- **Video Production:** Produced the Sabey Portfolio Introduction (Telly and Communicator awards), a Telly Award-winning brand campaign, and “I Am a CofC Cougar” (437K views).
- **Marketing That Performs:** Ran Meta ads and campaigns for four years for the Taiwanese Heritage Week performance, which sold out the 500-seat Meydenbauer Center every year, and helped draw 20,000+ to Formosound.
- **Audience Growth:** Grew US Taiwan Watch from about 10,000 to 172,000 followers with video, podcasts, posts, and donor emails, and drove a 35% engagement increase at UW with VR.
- **UI & Design:** Use Figma daily, supervised website UI, transformed a community association’s website and brand, built a nonprofit’s website, and designed motion identities and graphics.
- **Events:** Directed the live broadcast for Sabey Spotlights, the company’s largest event, planned EDUTalks at venues across Seattle, and led logistics for concerts of 400 to 20,000 people.
- **Systems & AI:** Built and documented a production workflow, brand standards, and a Bynder library of thousands of assets, and use Claude, Higgsfield, Remotion, Adobe AI, and ElevenLabs with human review.

PROFESSIONAL EXPERIENCE

Contract Content Producer | **Simple Mining** | Oct 2026 - Present

- Produce videos, community information sheets, and local stories for a data center in development, help with public meetings, and supervise the project website’s UI.

Creative Media Manager | **Sabey Data Centers** | Jul 2021 - Feb 2026

- Sole creative for a national technical B2B company with no playbook, producing video, motion graphics, photography, and design from concept through delivery.
- Led “Sabey Spotlights,” the largest event, planning with the CEO, coaching speakers, shooting pre-recorded segments, and directing the live broadcast and IT teammates across a new Sabey venue each time.
- Produced the customer-facing Sabey Portfolio Introduction, earning the 2026 Communicator Award of Excellence and a Telly Award, and the vertical “Sabey Experience” employee series.
- Ran Google Ads, used Salesforce CRM, and tracked Google Analytics and Microsoft Clarity, with campaign strategy and personas alongside the marketing team, and supervised several websites with SEO.
- Built and documented the production workflow, brand standards, and a Bynder asset library of thousands of files with metadata and naming standards.
- Worked on Groundbreaking events and culture awards with marketing and the Director of People, and directed outside photographers, video vendors, and drone pilots.

Digital Media Producer | **University of Washington, College of Education** | Nov 2017 - Jul 2021

- Produced documentary-style research stories filmed in classrooms with kids, and developed creative briefs with the Dean for the fundraising and marketing teams.
- Planned EDUTalks at venues including the Burke Museum and the Seattle Children’s Museum, and VR booths for Research That Matters.
- Directed social media for nearly four years, created the college’s first VR series, and built motion identities and animated signage.
- Ran live streams, including the annual Commencement, and supervised two interns for nearly four years.

Multimedia Specialist | **Cal State San Marcos** | May 2017 - Nov 2017

- Designed the university's first animated logo assets and NCAA game-day motion packages, and worked with NCAA Sports on game opening events, planning event media and show flows.

Cinematographer & Lead Editor | **College of Charleston** | Mar 2016 - May 2017

- Produced "I Am a CofC Cougar" (437K views), including casting, scouting, storyboard, and voiceover, directed the Telly Award-winning "Our Story" campaign, and worked on the Commencement broadcast.

Senior Producer | **Classic Urban Design and Planning** | Mar 2013 - Mar 2015

- Hosted public meetings, workshops with physical models, and community walking tours, designed presentations, and produced documentary-style outreach videos for government planning clients.
- Wrote and produced "A Different Light," a proposal piece that secured $400,000.

VOLUNTEER & COMMUNITY LEADERSHIP

Creative Director | **US Taiwan Watch (Nonprofit)** | 2017 - Present

- Own content and audience growth, growing the platform from about 10,000 to 172,000 followers, produce video and podcasts, and manage donor emails in Mailchimp and social channels in Zoho Social.
- Use Figma daily for media, marketing, and social media, build editing templates, and manage the podcast editor.

Event Lead & Past President | **Taiwanese Association of Greater Seattle (TAGS)** | 2019 - Present

- Event lead since 2019, running a movie screening tour, a screening with a remote screenwriter, and the annual meeting, and president from 2024, leading a rebrand and website transformation.

Production Director | **Formosound (SeedKite Foundation)** | Winter 2025 - Summer 2026

- Coordinated artists, sound engineers, and audio, instrument, and LED wall vendors with park operations for the largest Taiwanese concert held in Seattle, drawing 20,000+ attendees and media coverage.

Lead Organizer | **Seattle Taiwanese Concert on the Lawn** | 2024 - Present

- Lead logistics, budget, and ticketing for an annual concert with about 400 attendees, 25+ volunteers, and five bands, including shuttle buses for the 2026 venue, and design its graphics and promo video.

Event Manager | **Taiwanese Junior Chamber of Commerce Seattle (Taiwan Night)** | 2025 - 2026

- Coordinated performers, ticketing, the campaign theme, and volunteer teams, and both years drew 400+ attendees, exceeding venue capacity.

Website & Campaign Volunteer | **Taiwan Center of Washington State** | 2026

- Built the nonprofit's website and hosted its launch presentation, with a lecture campaign that filled registration for 80+ attendees within 48 hours.

Audio-Visual Technician | **UW Taiwan Studies Program** | 2020 - 2025

- Ran webinar broadcast production on StreamYard and trained student workers on the method, which the program still uses.

Volunteer Board Member | **ASLA Washington Chapter (WASLA)**

- Served on the chapter board of the American Society of Landscape Architects and used Zoho Social.

TECHNICAL SKILLS

Video & Motion: Adobe Premiere Pro, After Effects, DaVinci Resolve/Fusion, Sony Log Cinematography, Lighting, Audio, Sound Design, Color, Motion Graphics, FAA Part 107 Drone Pilot.

Marketing & Analytics: Meta Ads, Google Ads, Mailchimp, Zeffy, Salesforce, Zoho Social, SEO, Google Analytics, Microsoft Clarity, Advanced Excel, Campaign Strategy.

UI & Design: Figma, Photoshop, Illustrator, InDesign, Lightroom, HTML, Website UI & Content Supervision, Brand Standards.

Events & Live: Live Broadcast (Blackmagic switcher, Wirecast, Livestorm, StreamYard), Ticketing, Vendor & Volunteer Coordination, Public Meetings & Workshops.

Workflow, AI & Languages: Digital Asset Management (Bynder), Wrike, Microsoft 365, SharePoint; Generative AI (Claude, Higgsfield, Remotion, Adobe AI, ElevenLabs), with human review; bilingual in English and Traditional Chinese.

EDUCATION

Master of Landscape Architecture (Thesis: Creativity Studies) | **University of Washington, Seattle** | 2010 - 2012

Digital Marketing Certificate | **UW Professional & Continuing Education** | 2019 - 2020

Cinematography & Photography Apprenticeship | **Yu-Hsian Video Production** | 1997 - 2008