

# Clarysa Luna Taran

Art Director • Photographer • Content Creator • Video Editor • YouTuber

## CONTACT

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## EDUCATION

Master of Fine Arts in Advertising  
*Savannah College of Art & Design*  
*Savannah GA. 2023-2026*

Bachelor of Fine Arts in Performing Arts  
*Savannah College of Art & Design*  
*Savannah GA & Hong Kong. 2018-2022*

## PROFESSIONAL SKILLS

Adobe: Lightroom, Photoshop, InDesign, Illustrator

Photography: Portrait, Lifestyle, Commercial, Travel, Wedding

Videography: Final Cut Pro, Premiere Pro, After Effects, CapCut

Microsoft Office Suite

Copywriter

## LANGUAGES

English  
Indonesian  
Mandarin

## SOCIALS

Instagram: [clunataran](#) | [clarysalunataran](#)  
YouTube: [clunataran](#)

## AWARDS

Dean’s List: 2019-Current  
  
Won Campaign Project, Top 15 Ethnic Minorities Young Photographer Hong Kong.  
  
Photographs were featured by HYPE Kids Korea.

## WORK EXPERIENCE

### Freelance Artist • 2014/02 - Present

- Film and edited videos to attract new audiences.
- Designed promotional poster for Mix Mafia, a local music event.
- Created content that reached 3.5 million account views on Instagram.
- Shot and edited YouTube shorts, increasing viewership by 50% in one week.
- Created a YouTube channel, increasing viewership by 80% in first 2 months.
- Photographed content and developed a social strategy for instagram, increasing audience by 95% over 6 months.

### Project Manager & Content Creator Intern • 2025/06 - 2025/10 *Blue Edge Business Solutions, Savannah Georgia*

- Created photo and video content for clients’ social media.
- Used project tools to keep campaigns on track and running smoothly.
- Created interview and supporting video content for Nine Line Apparel.
- Managed video content creation, reached 42.7K account views on Instagram.
- Managed client projects from start to finish, handling timelines and creative teams.
- Edited social media videos and handled voiceovers, helping clients boost video watch time by 20%.

### Content Creator Intern • 2025/02 - 2025/03 *Soba, Remote*

- Shot and edited videos for Instagram Reels and TikTok to promote content.
- Implemented content formats and posting schedules to maximize engagement.
- Developed content for the Chonk app that reached 2.3K accounts and gained 4K views.
- Analyzed the Chonk app to develop a more impactful strategy that goes beyond social media trends.

### Art Director & Photographer • 2017/09 - 2018/01 *Goldfish TV, Hong Kong*

- Developed a brand campaign for a local clothing company.
- Designed promotional posters for upcoming music video release.
- Wrote compelling captions and typography ideas for photos and other graphics.
- Edited and published photos weekly to Instagram, increasing engagement by 20%.

## ACADEMIC EXPERIENCE

### SCADpro 540 - Dreamline Train (Savannah - Atlanta)

- Managed team communication and coordinated meetings.
- Presented midterm and final projects to faculty and partners.
- Created TikTok/Instagram content telling the team’s brand story.
- Planned team cultural immersion activities, including a Savannah day trip concept.

### Diversity Campaign - Rosetta Stone

- Created a new visual art concept to modernize branding.
- Shot and edited a promotional video for new customer acquisition.
- Designed gamified out of home ad experience to attract consumers, empowering individuals to embrace cultural diversity.

### Reinventing Social Media Voice - Fast Push Game

- Shot and edited videos on TikTok to target audience.
- Promoted mental clarity to help people relieve nervous energy.
- Wrote new engaging copy to appeal to TikTok & Twitter audience.

### Dynamic Type & Design Integration - Mental Health Foundation

- Designed OOH campaign to raise awareness about mental health.
- Captured self-portraits integrating typography onto the face for a visual concept.
- Promoted mental health awareness for everyone, including addiction, suicide prevention, anti-bullying, and veteran support.