

# Clarysa Luna Taran

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

## CONTACT

T: +19123234363

M: [clunataran@gmail.com](mailto:clunataran@gmail.com)

W: [clarysalunataran.com](http://clarysalunataran.com)

L: [linkedin.com/in/clarysalunataran](https://linkedin.com/in/clarysalunataran)

## 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.