

Ni-Chun Shih

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Producer and production management professional with **10+ years of experience** across short-form drama, live entertainment, and international productions. Managed **budgets up to \$1M**, production schedules, external vendors, and creative delivery. Experience managing **AI-generated short-drama production** from script development and creative pitching through asset reviews and final delivery, supported by hands-on experience with Seedance. Skilled at translating creative intent into actionable production plans and aligning teams across the U.S. and China.

PROFESSIONAL EXPERIENCE

Producer Jul 2025 – Aug 2026

DramaBox New York City, NY

- Managed **live-action and AI-generated short-drama projects** from script development and creative pitching through production planning, vendor reviews, and final delivery.
- Developed **production budgets and schedules for both formats**, with live-action budgets of approximately \$200K per project, and coordinated staffing and post-production timelines.
- Refined scripts to strengthen emotional beats and audience hooks, translating story requirements into creative pitches and production plans.
- Coordinated **external vendors, primarily based in China**, and designers to define visual assets, keyframes, and the overall visual direction.
- Aligned vendor art and directing teams on **narrative intent and visual style**, providing detailed visual notes and coordinating revisions to resolve differences in interpretation.
- Reviewed deliverables against agreed requirements and **delivered projects on schedule**; most projects received more than 5M views.
- Prepared **creative pitches, review reports, and weekly progress updates** to communicate creative direction, feedback, and production status.

Producer Aug 2024 – June 2025

Journey Entertainment New York City, NY

- **Managed end-to-end production for 20+ episodic projects** across five platforms in North America and Asia, including three short-drama series that each exceeded 1.5M views.
- Managed **budgets of approximately \$200K per project**, production schedules, staffing, and post-production workflows, aligning creative requirements with resources and delivery timelines.
- Coordinated creative, technical, and client-facing teams **across languages and time zones**, aligning production requirements, priorities, and delivery expectations.
- **Redesigned financial workflows and production documentation systems** to improve expense tracking accuracy, cost controls, and interdepartmental communication.

Student Specialist (Assistant Production Manager) Oct 2023 – Aug 2024

The New School, School of Drama New York City, NY

- Coordinated **schedules, budgets, and resource allocation for 15+ productions**, including plays, operas, and digital content, supporting on-time, on-budget delivery.
- Built and maintained a **centralized production database**, organizing technical documents, show reports, and reference materials for use across departments.
- Implemented a **petty cash and expense tracking system** to improve financial transparency, accountability, and recordkeeping.
- Identified technical risks during pre-production and rehearsals and coordinated solutions with production teams to support performance readiness.
- Negotiated and formalized **deal memos and vendor agreements** with Business Affairs, aligning contractual terms with institutional policies and production timelines.

Stage Manager

Sep 2018 – Aug 2023

Shanghai Disney Resort, Creative & Production

Shanghai, China

- Managed production planning and execution for **100+ live events and park-wide promotions**, with budgets ranging from \$10K to \$150K.
- Produced **major park-wide events and seasonal entertainment campaigns**, including Marvel Fan Fest 2023, Wicked Fun 2022, and Spooktacular Halloween 2021.
- Coordinated performance segments for Shanghai Tourism Festival, Flower Expo, and film premieres, including Avengers: Endgame and The Lion King, aligning **creative, media, and show operations teams**.
- Delivered **co-branded entertainment** for Pepsi, Skechers, Chevrolet, and Dettol, aligning brand requirements with production execution.
- Supervised **20+ cast and crew** across multiple productions, managing rehearsal schedules, technical requirements, and on-site delivery.

Production & Technical Manager

May 2017 – Aug 2018

China Dream Live Entertainment

Shanghai, China

- Managed touring and musical productions, including Kinky Boots China Tour, Murder Ballad, and Little Shop of Horrors, overseeing **budgets of \$800K–\$1M**, contracts, and creative and technical coordination.
- Managed **international freight logistics and multi-city coordination** across China, collaborating with Broadway Entertainment Group to align technical requirements, venue readiness, and delivery schedules.
- Coordinated production planning and technical execution within **six-month production cycles**, aligning creative requirements with budgets, schedules, and operational constraints.

Stage Manager

Aug 2016 – May 2017

National Centre for the Performing Arts

Beijing, China

- Coordinated production operations for **international artists and companies**, including Cloud Gate Dance Theatre, Stuttgart Ballet, and Les Ballets de Monte-Carlo.
- Coordinated technical riders, venue safety compliance, and temporary staffing to support rehearsals and performances.

PROJECT EXPERIENCE

Digital Video

<i>I Remember</i> - short doc	Producer	2025, New York, NY
The film received the Bronze Medal in the Documentary category at the 2025 Student Academy Awards.		
<i>An Unexpected Call</i> - short film	Producer / Screenwriter	2024, New York, NY
The film won awards at London Vision Film Festival and Cinema Royale: Paris Edition.		

SKILLS

- Production:** Budgeting, Scheduling, Vendor Management, Contract Coordination
- Tools:** Seedance, Asana, Wrapbook, Adobe Premiere Pro, Google Workspace, Microsoft Office
- Languages:** Mandarin Chinese (Native), English (Fluent)

EDUCATION

The New School, School of Public Engagement	2025
Master of Science, Media Management	
Boston University, School of Theatre	2016
Master of Fine Arts, Production Management	
Central Conservatory of Music	2012
Bachelor of Arts, Chinese Traditional Music	