

Christian Luke Lee

Content Strategist • Social Media Lead • Videographer

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EXPERIENCE

Faith Church, Saint Louis, MO — *Video Editor / Social Media*

FEBRUARY 2023 - PRESENT

- Lead the creation and execution of weekly social media content and campaigns to drive engagement, attendance, and brand awareness across multiple campuses
- Develop and evolve the church's social media presence toward a modern, culturally relevant aesthetic aligned with current platform trends
- Produce 4+ high-quality video projects per week, balancing speed, storytelling, and performance across Instagram, YouTube, and Facebook
- Capture, edit, and publish real-time content during live events, optimizing for immediacy, engagement, and audience connection
- Collaborate cross-functionally with internal teams to align content with broader marketing initiatives and messaging
- Assist in leading on-site and off-site video productions, contributing to creative direction and execution
- Oversee and manage the photography department, ensuring consistent visual branding across all platforms and campaigns
- Recruit, train, and lead volunteer creatives, building a scalable team to support content production and event coverage
- Organize and manage video assets, gear, and workflows to improve team efficiency and production output
- Adapt quickly to creative direction changes and production needs in a fast-paced, high-volume environment

James River Church, Springfield, MO — *Social Media Content Creator*

AUG 2020 - JUNE 2022

- Developed and executed weekly social media content strategies to promote services, events, and increase overall attendance
- Helped modernize the brand's social presence through updated visual direction and platform-aware content
- Captured and produced social-first content designed to increase reach, engagement, and audience interaction
- Led and supported content coverage for large-scale events, ensuring consistent and engaging storytelling across platforms

SKILLS

Content & Social

- Content Strategy & Planning
- Platform Optimization (Instagram, YouTube, Facebook)
- Trend Analysis & Content Research
- Real-Time Content Execution

Creative & Production

- Creative Direction
- Video Production & Editing (Premiere Pro, Media Encoder)
- Photography & Visual Storytelling
- Lighting, Audio, and Camera Operation (Sony, Canon, Drone)

Leadership & Operations

- Team Leadership & Volunteer Development
- Cross-Functional Collaboration
- Workflow & Asset Management
- Creative AI Tools & Research

- Trained and guided students within the creative practicum program, developing hands-on production and social media skills
- Collaborated with video teams on high-level production shoots, supporting execution and creative delivery

Freelance Videography/Photography, — *Self-Employed*

2018 - PRESENT

- Produce commercial, event, and branded content for a range of clients, delivering high-quality visual storytelling across industries
- Lead end-to-end production including concepting, shooting, and post-production aligned with client goals
- Provide creative direction and consultation to help clients elevate brand presence through content
- Capture and deliver event-based content optimized for social media and digital distribution

EDUCATION

Missouri State University, Springfield, MO —

2016 - 2019