

SELECTED WORK / 2026

HAOYI WEN

CONTENT CREATOR

VIDEO PRODUCER + EDITOR

Social-first storytelling across
entertainment, culture and performance.

NYC · EN + MANDARIN



DIRECTING + CREATIVE

ROLE Director / Creative

Michigan Musical Theatre '25

Senior Entrance Promo Video

A playful ensemble-led campaign built around the identity and energy of a graduating class.

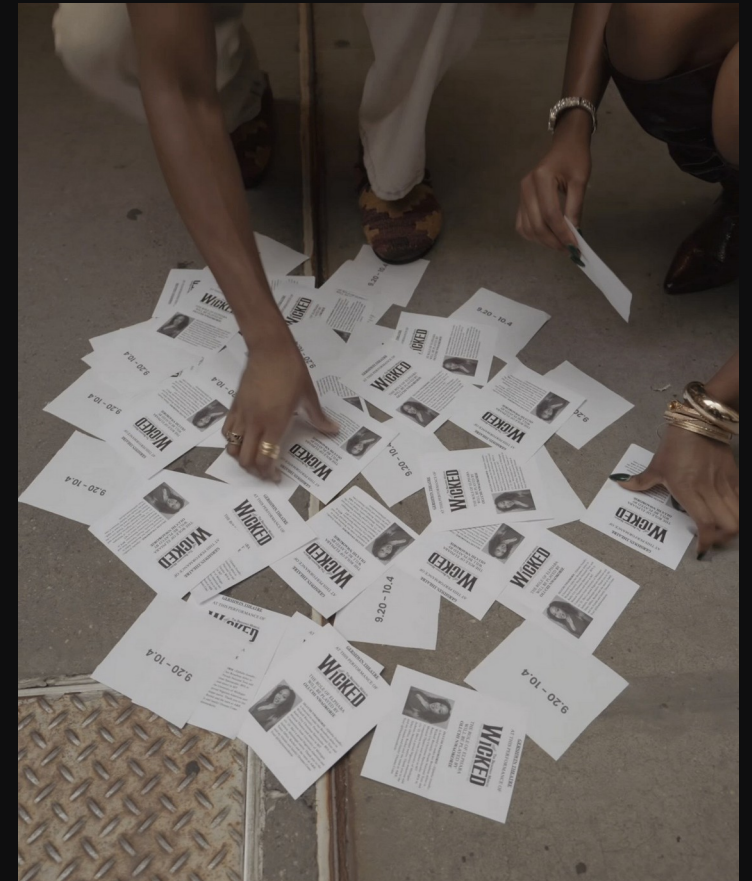


CREATIVE + EDITING

ROLE Creative / Editor

WICKED / Elphaba Promo

Broadway social campaign



SHORT FILM

ROLE Director + Editor

SPARROWS

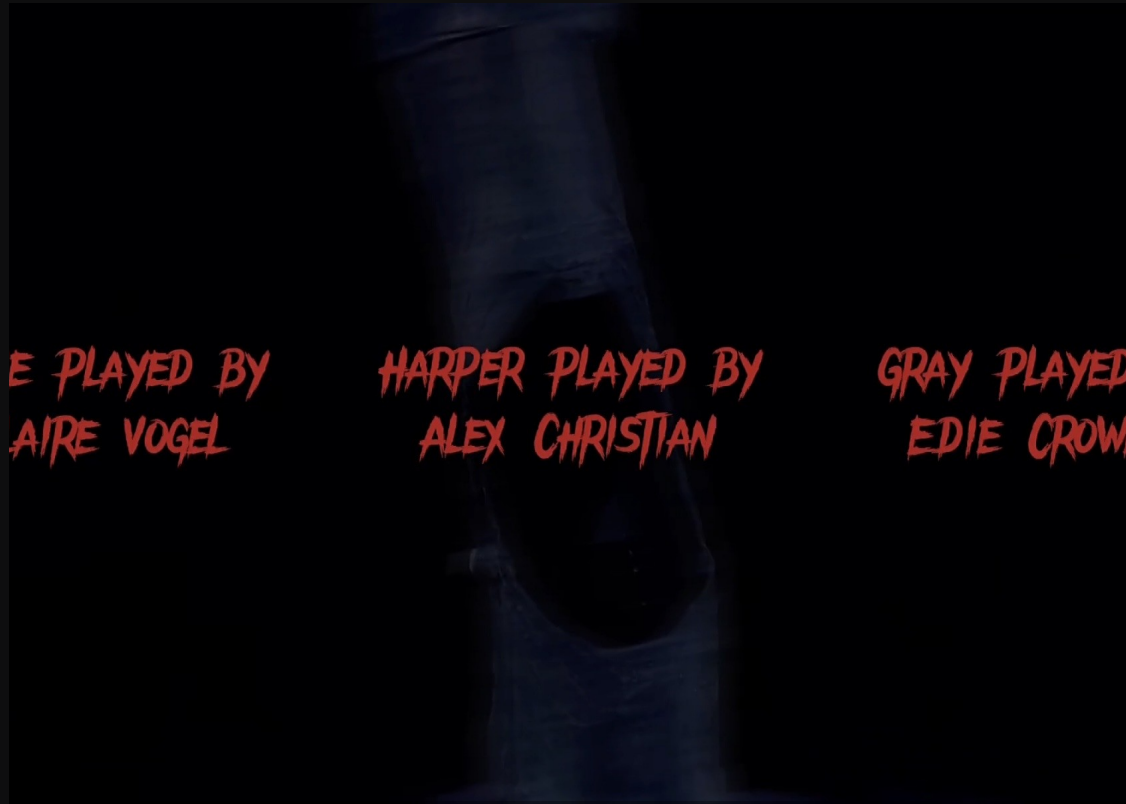
Original narrative filmmaking



VIDEOGRAPHY + EDITING

Basement Arts

Theatre promotional video



Captured performance, character and atmosphere
for a social-facing theatre promo.

Platform-native content

Selected high-performing short-form work

1.3M

views

haobbyi

ATEEZ - BAD

Back Row but Front-Row energy

1.3M · View insights

Boost post

23.8K

36

307

73

33.8K

views

unotjaden and haobbyi

J.Y. Park - WET

I was not expecting to bump into jypapi on my walk...

33.8K · View insights

2,861

13

44

145

261K

views

imclarakim and haobbyi

DAYOUNG, Jay Park - FUITY

261K · View insights

2,827

15

38

50

113.8K

views

Find related content

Search

Something you can't say so to is performing in front of ur whole fam during Chinese new year

113.8K views

Privacy settings

CN

content

WHY 在纽约

然加好朋友在百老汇演《Wicked》幕... More

Group · 宽街聊天室

06

What I do

01 SHORT-FORM VIDEO

Reels · TikTok · Xiaohongshu

03 POST-PRODUCTION

Editing · color · subtitles

05 SOCIAL STRATEGY

Hooks · platform adaptation

02 VIDEO PRODUCTION

Concept · shooting · directing

04 ENTERTAINMENT CONTENT

Theatre · music · dance · BTS

06 BILINGUAL CONTENT

English <-> Mandarin · localization

ABOUT

BILINGUAL CREATOR. PERFORMER. STORYTELLER.

New York-based creator working across English- and Chinese-language platforms. My background in performance, directing and digital media shapes visual, human and audience-aware content.

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Instagram @haobbyi

TikTok @whysmusical

YouTube haoyiwen0501

Available for content creation · editing · bilingual campaigns

