

Zhangwei Ye (Vincent)

Portfolio Website

www.vincentportfolio.com

Skills

- Content creation
- Videography
- Photography
- Digital marketing
- KOL/Influencer marketing
- Social media ads boosting
- Scriptwriting
- Drone piloting

Software and tool

- DaVinci Resolve
- CapCut
- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere Pro
- Final Cut Pro
- Canva
- Meta Business Suite
- TikTok Ads Manager
- Gemini/ChatGPT
- Sora/Midjourney
- Microsoft Office
- Google Workspace

Language

- English: working professional
- Chinese (Mandarin): Native
- Japanese: JLPT N3


License

Unmanned Aircraft Pilot License

Gear

- SONY A7S3
- Lens 35mm/f1.4
- Lens 28-70mm/f1.8
- DJI Ronin-SC gimbal
- Hollyland wireless mic

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Work Experience

Content Creator

2025.05 – Present

Carousell Group, *Singapore*

- Led daily social media content production for the luxury division, covering planning, shooting, and editing.
- Oversaw content creation for multiple accounts across Meta, TikTok, and XiaoHongShu.
- Managed KOL marketing collaborations, including coordination, budgeting, and content review.
- Supported luxury division's TikTok Live with pre-event content creation and boosting on TikTok Ads Manager.
- Conducted weekly social media data reports, working with the performance marketing team on Meta ads.
- Handled community engagement across social channels, converting inbound enquiries into qualified sales leads.
- Contributed to group-level marketing initiatives through campaign videography, event photography, creative asset development, and post-event promotional content.

Digital Content Creator

2024.05 – 2025.05

Citrus Media Pte. Ltd., *Singapore*

- Conceptualised, filmed, and edited video content for both in-house projects and client deliverables.
- Produced corporate and short videos for renowned hospitality brands, including Marriott Tang Plaza, W Hotel, and Capitol Kempinski Hotel.
- Managed content creation for large-scale events such as the Singapore Pet Festival and Blissful One-Stop Wedding Show at Marina Bay Sands.
- Optimised social media performance: Leveraged tools like Meta Business Suite to monitor, analyze, and refine content performance across campaigns, ensuring data-driven adjustments to boost engagement.
- Liaised with clients across various industries to understand project requirements, deliver high-standard outcomes, and ensure client satisfaction.

Social Media Content Creator/Aerial Photographer

2023.06 – 2024.04

MIRS Innovate Pte. Ltd., *Singapore*

- Developed promotional videos for diverse clients, leading scriptwriting, filming, and editing processes.
- Captured large-scale events, including Chingay Parade and Drone Shows.
- Spearheaded company's social media growth across YouTube, TikTok, Instagram, Facebook, and Xiaohongshu, leading content creation, copywriting, and data analysis.
- Utilized drones for aerial photography, construction site mapping and project progress monitoring.

Production assistant

2022.08 – 2022.11

Creatilogic Culture Media, *London, UK*

- Responsible for casting and production coordination of TV commercial production, including Huawei Global Talent Recruitment video
- Worked as scriptwriter and creative for corporate videos
- Participated in documentaries production, including scouting locations, conducting subject interviews, and executing on-site cinematography.

Education

University of the Arts London

2021.10 -2023.02

Master of Arts in Arts and Lifestyle Journalism

University of Nottingham

2017.09 -2021.06

Bachelor of Arts in International Communications