



# Ye Zhangwei

## Vincent

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### Portfolio

www.vincentportfolio.com

### Skills

- Video Shooting
- Video Editing
- Photography
- Digital Marketing
- Content Creation
- Scriptwriting
- Copywriting
- Journalistic Writing
- Drone Piloting

### Software & Tools

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects
- Final Cut Pro
- DaVinci Resolve
- Canva
- CapCut
- Google Analytics
- Microsoft Office
- WordPress

### Certificate

- Unmanned Aircraft Pilot License (UAPL)

### Gear

- SONY A7S3
- Lens 35mm/f1.4
- Lens 24-105mm/f4
- Lens 28-70mm/f1.8
- DJI Ronin-SC stabilizer
- Deity V-Mic
- DJI om5 mobile gimbal

### Language

- English | Fluent
- Chinese | Native

## Work Experience

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### **Video Producer and Content Creator**

2023.06 – Present

MIRS Innovate Pte. Ltd., *Singapore*

- Developed promotional videos, event footage, and corporate films for diverse clients, leading scriptwriting, filming, and editing processes.
- Captured large-scale events, including Chingay Parade and Drone Show at Marina Bay Sands.
- Spearheaded company's social media growth across YouTube, TikTok, Instagram, Facebook, and Xiaohongshu, leading content creation, copywriting, and data analysis.
- Generated organic social media content, tripling the company's TikTok followers in 3 months and boosting video views from hundreds to 10k+.
- Contributed to digital marketing strategy, successfully raising brand awareness and converting traffic into customer inquiries.
- Utilized drones for aerial photography, construction site mapping and project progress monitoring, communicating with clients to ensure on-time delivery.

### **Digital Marketing Content Creator**

2023.03 – 2023.06

Singapore-Sino Consulting Group, *Singapore*

- Conceptualised, filmed and edited engaging social media videos for the company and clients (TikTok & Xiaohongshu). Helped double the number of followers.
- Developed video scripts and executed video production for clients from various industries, including multi-brand store (Design Orchard) and leading property developers (CDL & LKH).
- Created digital marketing materials using design software and apps.
- Maintained regular communication with clients to ensure clients' needs and project timelines were met effectively.
- Coordinated with internal teams to ensure all project were delivered on time and met desired level of quality.

### **Production Assistant and Creative | Intern**

2022.08 – 2022.12

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 documentary making (China Central Television Station).
- Projects include Huawei, BMW, China Mobile.

### **Social Media Content Creator | Intern**

2020.07 – 2020.12

PM Studio, *Hangzhou, China*

- Produced social media content for fashion brands on Weibo and TikTok.
- Managed social media accounts and worked with influencers.
- Participated in social media marketing strategy planning.

## Education

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2021.10 - **University of the Arts London**

2023.02 Master of Arts in Arts and Lifestyle Journalism

2017.09 - **University of Nottingham**

2021.06 Bachelor of Arts in International Communications