

Detail-oriented project manager with six years global team experience in contract management, from approval to deal finalization. Proven track record in acquiring diverse content at British Council Arts, Google Arts & Culture, and Apple. Award-winning indie culture podcaster and accomplished magazine features contributor.

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## Most Related Experiences

### Apple Inc. (Shanghai)

**Lead Producer - 04/2020 - 12/2020**

- Operational lead for daily content selection, preparation and launches on App Store's Today tab, serving 222 million active users. Annual CN market revenue \$10 billion in 2020. Monitor weekly financial & market report together with senior management.
- Worked closely with the global iTunes ecosystem (Apple Music & Apple TV & In-house video production team) and other Tier 1 regions (mainly EU and UK) to identify content strategy, launch roadmap, new App vendor setup and approval processes, business priorities and execution plan.
- Strategically optimized and articulate workflows, deliverables, timelines, creative content budget, dependencies and global/regional launch plans. Liaison implementation and communication phases of the editorial projects internally and externally with stakeholders.
- Led editorial and design related communication across worldwide cross-functional teams, including localization, design, UI, marketing and content programming.

### Google Arts & Culture | Google (Shanghai)

**Project Manager - 10/2016 - 11/2018**

- Report directly to the global Creative Lab, managed, produced and oversaw the Greater China content screening, acquisition, and selection at Google Arts & Culture, a global non-profit arts initiative with 2000+ cultural partners in 80+ Countries. Content reached more than 20 million users online.
- Built and managed content partnerships with government (Ministry of Culture), museums, art foundations and relevant institutions on a daily basis. Successfully signed more than 60 partners within two years.
- Managed an annual special event budget of \$ 500k with line manager for offline special launches.
- Produced and oversaw the *Tilt Brush* artists residency programme in Google office (Beijing/ Paris), with Chinese artists Cao Fei, Yang Yongliang and Sun Xun, offline showcase at 2017 Art Basel HK.
- Strategic content production/content marketing campaigns for launches: [We Wear Culture](#) | [Arts of the New Moon](#) (with a [doodle](#)) | [Treasures of the Palace Museum](#) | [Wonders of Hong Kong](#).
- Launched the very first Google Arts & Culture pop-up lab in Greater China along with [Art Selfie](#) ("Portrait Matcher") to more than 30,000 visitors per week inside Palace Museum, Beijing.
- Led vendors & contracts management, operational strategies, third-party production company and internal financial budget assessment. Worked with global cross-functional teams for MKT/PR & product engagement.

### National Theatre Live

**Project Manager - Freelance - 10/2015-10/2016**

- Led content marketing and brand campaigns for Greater China, including Taiwan, with a launch event at the British Embassy in Beijing. Established partnerships with 15+ venues, screening 289 titles to nearly 60,000 theatregoers since the project's June 2015 launch.
- Collaborated on content strategies with prestigious UK theatres and initiated co-marketing events with British Consulate, Penguin Press, and Royal Shakespeare Company.

### British Council (Office Location: Shanghai / Beijing)

**Digital Arts Manager - 10/2014-10/2015**

- Managed and strategically produced all digital and social media content for British Council China's Arts team (website, Weibo, WeChat). Engaged more than 20 million online audience.
- Built a brand-new website named UKNOW. Led VIP events for British Royals and First Minister of Scotland's diplomatic visits to China, as well as the launch conference for the 2015 UK season. POC for digital content weekly performance report.
- Programme manager for Forest Fringe China Tour, NT Live and 2015 Edinburgh Showcase (China delegates manager).
- Built and oversaw content partnerships with British cultural and creative institutions such as V&A, BAFTA, TATE, BFI, National Theatre, Royal Court Theatre and Cass Sculpture Foundation.

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### Other Experiences

#### Holland Festival (Amsterdam)

**HF Parels Intern - 12/2021 - 01/2023**

- Career break from 2021 till 2023 studying at University of Amsterdam. Along with my study, I did a full year research-based internship at world renowned Holland Festival's archive team.

#### Fake Festival | [fakefestival.org](http://fakefestival.org)

**Founder - 06/2016 - present**

- Founder of the non-profit online curatorial project [Fake Festival](http://fakefestival.org) (假艺术节). Podcast 「道听途说」 launched in 2018. Selected by Apple Podcasts as one of their **Best Listens of 2019**.
- Collaborating with cultural institutions such as Power Station of Art, Shanghai International Dance Centre, Inside Out Museum Beijing, Shanghai Biennale and West Bund Art Fair as their creative content partner.
- Overall social media subscribers and followers across all platforms: 200k. Podcast subscribers: 60k.

#### Features Writer

**Freelance - 10/2012 - present**

*NYT T Magazine | Art Newspaper | Wallpaper\* | Vision China | GQ | The Good Life | Modern Weekly | MING | ARTY | Little Thing Magazine | MIND | KINFOLK | Art.Zip*

- Working for the above-mentioned publications as contributing editor and features writer, with a specific focus on contemporary performance practices. Previous interviewees include John Baldessari, Elizabeth Price, Cai Guo-Qiang, David Shrigley, Milo Rau, Anne Teresa De Keersmaeker, Marlene Monteiro Freitas, Heiner Goebbels, Erwin Wurm, Ontroerend Goed and Ben Whishaw.

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### Recent Public Talk | Research Events | Volunteering Experience

#### Power Station of Art, Shanghai

**Emerging Curators Talk - Guest Speaker - 06/2022**

[Individual Magic - Unrelated to the Exhibition](#) (Venice Biennale 2022 Special Online Program at PSA)

#### Museum of Contemporary Art, Zagreb

**Infrastructures of Publishing and Critique - Researcher - 04/2023**

**WWF Netherlands (World Wildlife Fund) Volunteer with WWF International Team in the Netherlands - From 2023**

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### Education

**University of Amsterdam, rMA Art and Performance Research Studies**

**09/2021 - 07/2023**

**Thesis:** A Critique of (Quasi-)institutionalization of Performance - Grade: 8.5\*

**King's College London, MA in Culture and Creative Industries (Merit)**

**09/2012 - 01/2014**

**Research focus:** performance and live art

**The University of Sheffield, BA in Journalism Studies (Merit)**

**09/2009 - 07/2012**

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### Language/ Technical skills

**Chinese:** mother tongue **English:** native speaker proficiency **Dutch:** B1 (slowly progressing to B2)

**Extra IT Skills:** - Adobe Audition, Adobe Photoshop, Final Cut Pro, Figma, Logic Pro & InDesign

**Project Management Methodology:** Agile, Scrum & Kanban