

# ZHONG RUI

## EDUCATION

### BA (HONS) IN FINE ART

#### LASALLE COLLEGE OF THE ARTS, SINGAPORE | 2024-2026

- Focus on contemporary photography, videography, and multimedia arts.
- Developed projects exploring the intersection of art, media, and visual culture.
- Gained hands-on experience in photo editing, digital storytelling, and creative direction.

### DIPLOMA IN FINE ART

#### LASALLE COLLEGE OF THE ARTS, SINGAPORE | 2021-2024

- Built a strong foundation in visual arts, conceptual thinking, and digital media.
- Engaged in collaborative and independent art projects showcasing innovative approaches to storytelling.

## EXPERIENCE

### GUANGZHOU ANNA SHA TRADING CO., LTD. | NEW MEDIA INTERN

#### GUANGZHOU, CHINA | MAY 2025 – AUG 2025

- Responsible for daily operation and maintenance of the brand's official new media accounts.
- Assisted in content planning, visual layout, short video shooting and post-editing.
- Tracked account data and analyzed content performance regularly.

### THE 137TH CHINA IMPORT AND EXPORT FAIR (CANTON FAIR) | OFFICIAL EXHIBITOR REPRESENTATIVE

#### GUANGZHOU, CHINA | MAY 2025

- Received and communicated with international purchasers in fluent English.
- Assisted in booth display, product introduction and client demand recording.

### MEDIA OPERATIONS INTERN | ZHIJI OFFICIAL

#### SHANGHAI, CHINA | AUG 2023 – NOV 2023

- Shot commercial and fashion images for brand marketing.
- Organized and conducted photoshoots to maintain brand visual consistency.
- Cooperated with creative teams to realize art and design concepts.

## ABOUT ME

Proficient in social media operations, content writing and data analysis. Strong communication and coordination skills. Responsible, patient and detail-oriented, able to follow through every aspect of a project.

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## SKILLS

PHOTOGRAPHY

VIDEOGRAPHY

MICROSOFT OFFICE

ADOBE PHOTOSHOP

ADOBE AFTER EFFECTS

ADOBE ILLUSTRATOR

IMOVIE

CAPCUT

## LANGUAGES

MANDARIN

CANTONESE

ENGLISH

## EXHIBITION

- Sur//face, BA (Hons) Fine Arts Graduate Showcase, LASALLE College of the Arts, Singapore | 2026
- Where Matters Continue to Unfold: Winstedt Open Studio Showcase, LASALLE College of the Arts, Singapore | 2026
- Unfolding Matters: Fine Arts Work-in-Progress Show, LASALLE College of the Arts, Singapore | 2026
- LASALLE Show 2024, LASALLE College of the Arts, Singapore | 2024