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Melbourne, VIC 3000

EDUCATION

Master of Arts, Curating And
Cultural Leadership

**University of New South
Wales**, Sydney, NSW

Bachelor of Commerce,
Finance

**University of New South
Wales**, Sydney, NSW
April 2024

LANGUAGES

English:



Full Professional

Chinese (Mandarin):



Native or Bilingual

Japanese:



Professional Working

ZHIROU LI

SKILLS

- Social Media Management
- Copywriting & Campaign Scheduling
- Audience Engagement
- Canva (Advanced)
- Adobe Premiere Pro (Intermediate)
- Wix Website Management
- Microsoft Office Suite (Expert)
- Ticketing & FOH Support
- Sponsorship Coordination
- Team Collaboration
- Digital Content Creation
- EDM Campaign Support
- Cross-cultural Communication
- Adobe Photoshop (Intermediate)
- Adobe InDesign (Basic)
- Eventbrite
- Event Coordination
- Stakeholder Communication
- Project Scheduling

PROFESSIONAL SUMMARY

Curator and cultural practitioner based in Melbourne, with experience in independent exhibition-making, community-based cultural programming, and cross-cultural arts initiatives. My practice explores how cultural communities are formed and sustained through local knowledge, public participation, and alternative networks beyond traditional institutional frameworks. Through projects such as Emerging Art Beat, I have developed a research-led curatorial approach focused on emerging artists, intercultural exchange, and the social relationships that support cultural practice. I am particularly interested in place-based curating, community engagement, and how trust, memory, and everyday interaction shape living cultural ecosystems.

EXPERIENCE

February 2025 - Current

Creative Asia Foundation - Program Coordinator & Curatorial Assistant, Melbourne, VIC

- Coordinated marketing, audience engagement, and event operations for major multicultural arts initiatives including *Asian Fashion Business Conference (AFBC)* and *Emerging Art Beat Exhibition 2025–2026*.
- Supported curatorial planning, artist coordination, and public programming across exhibitions, talks, performances, and cross-cultural arts events.
- Produced digital marketing content and managed social media communications across multiple platforms to increase audience engagement and event visibility.
- Assisted with sponsorship coordination, stakeholder communication, and

partnership delivery to ensure successful project outcomes.

- Contributed to event administration including ticketing, scheduling, reporting, and onsite front-of-house operations.
- Collaborated with artists, designers, performers, and external partners to deliver accessible and community-focused arts programming.

July 2023 - May 2026

The One Dance Pty Ltd - Marketing Coordinator, Sydney, NSW

- Coordinated marketing campaigns and audience engagement strategies for major international street dance events including *Just Dance It Out 2025*, *Just Dance It Out 2026*, and *Beat Blitz 2024*.
- Produced and scheduled digital content across Instagram, TikTok, WeChat, and RedNote to increase event visibility and community engagement.
- Supported international artist liaison, sponsor coordination, and event communications for large-scale cultural events featuring overseas judges and performers.
- Assisted in the delivery of live events, including ticketing coordination, audience communication, and onsite operations.
- Collaborated with photographers, videographers, DJs, and creative teams to develop promotional materials and social media campaigns.
- Contributed to audience growth and community reach through targeted digital promotion and cross-cultural engagement strategies.

May 2021 - June 2023

PJHC HOLDINGS PTY LTD - Real Estate Sales Manager, Sydney, NSW

- Built solid ties with 50+ high-net-worth clients, boosting satisfaction by 30%.
- Planned 100+ property events yearly; lifted visibility by 40% via digital marketing.
- Coordinated 5 leases, cutting transaction time by 20%; supported \$150M+ M&A deals.

CERTIFICATIONS

- Microsoft Office Specialist (Expert Level)
- Canva Design School