

Charlene Lim Zhi Rou

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LINKS

[Portfolio](#), [LinkedIn](#)

WORK EXPERIENCE

- Apr 2022 — Present **Studio Operations Assistant, Room To Imagine** Singapore
- Assist with studio operations by hosting weekly workshops, providing customer service, and coordinating with partners for product listing and events management.
 - Deliver 12 email marketing campaigns to 1000 subscribers, informing brand promotions, workshop launches, and events.
 - Conceptualise and lead 'Imagine The World's Whimsical Wonderland Art Market, garnering more than 300 visitors across two days.
 - Create 2 concept art pieces adapted for multiple marketing assets including event listing banners, social media postings and poster prints.
- Nov 2022 — Feb 2023 **Festival Assistant, National Gallery Singapore** Singapore
- Assisted the festival team in research, planning, execution, and evaluation of audience engagement outreach programmes averaging over 10,000 attendees total.
 - Facilitated with key personnels to ensure smooth operations of *Artsplaining* across four sold out sessions with more than 30 participants each.
 - Coordinated with artists for the rehearsals and performances of *P/lay/ered Ambience*, attracting over 100 audience per session.
- Mar 2021 — Aug 2021 **Marketing Assistant Intern, Singapore Book Council** Singapore
- Appointed as person-in-charge for website design and content management via Joomla.
 - Assisted in the planning and implementation of 6 marketing campaigns to promote and increase participation rate for workshops and talks.
 - Designed 9 main digital collaterals adapted for website and social media publicity.
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VOLUNTEER EXPERIENCE

- 2022 **Front-of-House Assistant at Singapore Writers Festival** Singapore
- Assisted with customer enquiries, crowd control and front-of-house admin duties across 5 different programmes including talks, exhibitions and performances.
 - Improved communications and customer service skills through public engagement.
- 2019 **Best Friends of the Gallery (BFG) Member at Children's Biennale** Singapore
- Facilitated crowd control, briefed participants on how to fully engage with the installation and ensured the safety of the audience and no damage was done to the artworks.
 - Gained insights on how galleries analyse trends and audience behaviours to develop appealing educational outreach programmes.
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EDUCATION

- May 2027 **Bachelor of Social Sciences in Sociology, Minor in Art History, Nanyang Technological University** Singapore
- Expected CGPA: Honours (Distinction)
- May 2022 **Diploma in Arts Business Management, Minor in Foreign Language (Japanese), Ngee Ann Polytechnic** Singapore
- Director's List for Semester 2, Academic Year 2019/2020
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SKILLS

Adobe Photoshop	Joomla
Premiere Pro	MailChimp
Eventbrite	Mandarin