

TZU-RUEI WU



--- I WANT TO CONNECT MORE PEOPLE TO THE STORIES THAT ARE FAR AWAY FROM THEM BUT MATTER TO THE WORLD AND HUMANITY.

EDUCATIONAL BACKGROUND

LEIDEN UNIVERSITY COLLEGE

| 2018 - 2021

Major - World Politics

Minor - Journalism

Bachelor Thesis on Documentary Filmmaking and Political Mobilization - "How can documentary films talk people in to action?"

ROYAL ACADEMY OF ART THE HAGUE

| 2020 - 2021

Electives Academy of Creative and Performing Arts - Photography

TAIWAN FILM INSTITUTE

| MAY 2020

Basic Professional Documentary Film Worksop

CONTACT DETAILS

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WORK EXPERIENCE

PR & PRESS INTERN

International Film Festival Rotterdam (IFFR)
| Sep 2021 - Feb 2022

- Supported IFFR's communication with journalists
- Archived and organize the influx of publications and press clippings related to the festival
- Collected statistical information on the festival programme
- Helped sending press releases through mailchimp
- Developed PR strategies in the field of digital creators
- Took photos at the press conference and film screenings

COMMUNICATION & EU POLICY INTERN

Euclid Network (EN) | Aug 2020 - Feb 2021

- Drafted text and multimedia content for external communications (social media, newsletters)
- Implemented social media strategy, campaigns, media monitoring and social media analytics report
- Created visual content (logos, social media post etc.)
- Monitored EU policy developments related to EN's priorities

INTERN

Legislative Yuan Taiwan | Jun 2020

- Assisted the speaker of Legislative Yuan, the highest legislative organ of Taiwan, to facilitate the communications with the press
- Produced press release and prepared potential interview questions by the press for the speaker

PUBLIC RELATIONS MANAGER

Amnesty International Student Group The Hague
| Jun 2019 - Jun 2020

- Developed and executed marketing strategies for online and offline platform
- Managed social media platform (Facebook, Instagram and LinkedIn)
- Produced visual content for social media post and posters

FOUNDER

REAdCYLCE The Hague | Feb 2020 - Jun 2021

- Founded a student organization which aims at directly funding the education of young girls in developing country. We collect second-handed books from students, sell them with discounted prices and send the proceeds directly to the girls.
- You can find our website [here](#).

CHAIR

Leiden University Taiwanese Student Association
| Jun 2019 - Aug 2020

WORKER

Ebeltoft Llama Farm (Denmark) | Jul - Aug 2019

CITIZEN JOURNALIST

The Public Television Station in Taiwan | Jul 2017

- Confronted a series of local in-depth coverage about the environmental and social issues, such as marriage immigrants and betel nut beauty, and posted online
- one of the coverage was chosen to be broadcasted by the Station

VOLUNTEER EXPERIENCE

PHOTOGRAPHY COMMITTEE IN LEIDEN UNIVERSITY COLLEGE

Photographer
| Sep 2018 - Jun 2019

AMNESTY INTERNATIONAL STUDENT GROUP THE HAGUE

Fundraising Event Committee
| Sep 2018 - Jun 2019

LANGUAGE

MANDARIN, ENGLISH, TAIWANESE

SKILLS

**PHOTOGRAPHY
VIDEOGRAPHY
VIDEO EDITING (IN PREMIERE PRO)
PICTURE EDITING (IN LIGHTROOM & PHOTOSHOP)
GRAPHIC DESIGN**

