

Ian Lim

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SUMMARY

I am a multi-faceted creative, currently based in Singapore.

I've personally worked with names such as Jaden Smith and Futura, photographed legends like Slash and the Red Hot Chili Peppers, plus have my work published in Rizzoli books.

I've also had more than 4 years of corporate marketing experience, and have thrown over 300+ concerts all across Asia with my team.

SKILLS

Leadership

Creative Conceptualization

Strategy Consultation

Team Management

Adobe Creative Suite

Negotiation

Event Production

Assets Management

Press Communications

Public Relations

Event Marketing

VIP Liaison

Logistics Management

WORK EXPERIENCE

Freelance Photographer, @ianlim.co 2015 - Present

- Collaborated with brands such as Nikon, Leica, Sony, Lomography
Approached as an individual to test, trial, and provide personal feedback for top-tier products.
- Photographed icons : NIGO® to Gwen Stefani, Rakim to Dave Chappelle
From exclusive Behind-The-Scenes to live performance coverage. Clients include Fortune 500 companies.
- Published in Futura's Rizzoli book, The Straits Times, Esquire, Okayplayer
Published and distributed across the USA, Europe, and Asia. Print and Digital.
- Producer of 3-part documentary starring Grammy-Winner Lupe Fiasco
Handled filming, editing, and post-processing responsibilities singlehandedly.

Content Manager, Collective Minds 2018 - 2020

- Operated/Executed 300+ shows: Stormzy, ASAP Ferg, Jaden Smith etc
Maximized company revenue across 9 different countries in Asia. Exceeded financial targets frequently.
- Key point of contact for artists teams, labels, agencies in USA & Europe
Coordinated with prestigious names such as WME, CAA, UTA, ICM, Universal Music, Sony Music.
- Authored all international press releases and fostered press relations
Conserved finances in ad/media value, announced shows, nurtured relations with HYPEBEAST, MTV etc.
- Liased + managed directly with VIP artists and crew on the ground
Hotel suite inspection for Jaden Smith etc, planned all artist private meals and full-service hospitality.
- Directed + supervised internal content producers and team
Developed and provided unique art direction for shows/artists. In-charge of designers, producers.
- Spearheaded all professional artist interview and media enquiries
Formal Media interviews, Radio Station interviews, Mass Q&As, Meet & Greets etc

Content Producer, Brighter Holdings 2017 - 2018

- Created and conceptualized content themes
Explored different subjects to cater to local consumer habits.
- Directed and produced videos on a weekly basis
In-charge of pre, actual, and post-processing.
- Managed and mentored interns
Eased interns into work life, and imparted video editing and office skills.

Marketing Executive, Swiss Butchery 2014 - 2015

- Created commercial/promotional videos to boost company showcases
Specialized content to cater to high end consumers - exclusive, rare Wagyu, Russian Caviar.
- Conducted photoshoots for publication in newspapers, magazines etc
Created images to help launch brand new company-owned restaurant in the media and press.
- Helped with product sales and customer/public relations
Involved in a live segment on Channel NewsAsia, multiple live events - Epicurean Market etc
- Managed and mentored interns
Worked with manager to provide interns a meaningful, proper, working experience.