

Dason Zhu

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About

With a decade of hands-on experience in video production, I have built my career on one goal: creating better work as part of a great team. Over the past six years, I have specialised in commercial production, collaborating with top-tier teams on projects for renowned clients. In 2023, I moved to Amsterdam to further my studies, embracing new challenges. Dedicated and adaptable, I focus on contributing to exciting, meaningful projects—quality of work always matters more than titles or defined roles.

Commercial Production

I began my journey as an assistant director to a leading commercial director, Limin Wang, in Shanghai, where I built a solid foundation and a creative approach to production, executing high-quality projects under tight deadlines.

Executive Producer / Managing Partner @ Rolling Films Shanghai

03/2021-03/2023

- Produced over 18 commercials, including 10+ multimillion-view innovative campaigns for global brands.
- Oversaw end-to-end production, including client communication and creative development (when required).
- Built and managed a high-performing production team, exceeded quality benchmarks and maintained a perfect on-time delivery rate.

Assistant Director / Offline Editor @ Dream Painting Studio

02/2019-03/2021

- Contributed to 30+ big commercial productions as AD, 10+ as 1st AD or offline editor, including five award-winning commercials.
- Mastered skills in reference searching, treatment writing, and pre- and post-production tasks (director-wise).
- Worked closely with the top-tier production teams to streamline workflows and ensure high-quality outcomes.



Early Career in Production

Before stepping into the commercial production circle, I did over two hundreds smaller projects, including corporate videos, documentaries, social videos, and commercials. These diverse roles fuelled my passion for mastering every facet of production and instilled a commitment to continuous improvement.

Director @ Shanghai T&D Communication Groups

12/2014-12/2018

Editor / Cameraman @ FLATMIND Video Productions

08/2012-11/2014



Education Background

Vrije Universiteit Amsterdam

09/2023-07/2024

- Master's degree of Arts & Culture, in Comparative Arts and Media Studies.

GRADE: 8/10.0

Softwares and Languages

- Software: Premiere, Final Cut, and Adobe Suite (at an editor's level).
- Language: English: professional; Dutch: A1 to A2; Mandarin: native.