

PAN, YA-ROU ZOE PAN

Cultural & Immersive Experience Coordinator
Specializing in immersive performance, movement-based workshops, and cross-cultural project

MAIL: zoepan0509@hotmail.com
Phone: +32 498 69 4017

WORK EXPERIENCE

Multimedia Content & Digital Marketing Coordinator

DMT Movement Therapy Studio 團圓跳舞

JULY 2025 ~ NOW

- Produced multimedia and visual content (video, graphic posters, and digital assets) to support brand visibility and audience engagement.
- Translated movement-based concepts into clear, audience-facing messaging through written content and visual storytelling.
- Supported digital promotion and campaign coordination across social media and online platforms in collaboration with creative teams.

Cultural Event Operations Coordinator

Fuzhou Culture and Tourism

Feb 2025 ~ May 2025

- Led 1 city-wide parade, 3 small theatre shows, and 1 large-scale performance at historical/outdoor venues in 4 months.
- Planned schedules and program content, directed choreography, casting, costumes/props, coordinated cross-functional teams, and optimized budgets and show details for smooth execution.

Immersive Performance Project Coordinator

Punchdrunk - SMG Shanghai <Sleep No More>

Nov 2022 ~ Dec 2023

Contributed to China's first long-running immersive theatre — 620K+ attendees, 550M RMB box office, ranked No.1 nationwide.

- Supported over 300 live performances, managing costumes, props, lighting, and sound while coordinating with nearly 40 international and local actors to ensure seamless operations and a safe stage environment.
- For the Valentino X Sleep No More crossover projects <The Box> and <Black Tie>, coordinated directors, performers, and the brand from early rehearsals to final showcases. Ensured smooth venue operations and audience safety while preserving artistic and brand vision. <The Box> was hailed as a "benchmark of experiential marketing," and <Black Tie> added extra shows due to high demand, selling out within seconds.

Performance Production Coordinator

Wu Bai & China Blue Musical - How to be a rock star

Sep 2024 ~ Oct 2024

- As a technical crew member, involved from setup through performance, executing operations with stage managers and performers to ensure stage safety, props and sets, and smooth show execution.

Performance Production Coordinator

Broadway Musical - The Lion King, Shanghai Production

Feb 2017 ~ Oct 2017

- Participated in 250+ performances in a fully English-speaking environment, managing weekly and daily schedules and coordinating with 50+ international actors and staff across departments (costume, props, technical, etc.). Executed three stage manager tracks, adapted to daily changes, and resolved technical issues to ensure smooth, safe, and seamless performances.

Stage Assistant

National Performing Arts Center, National Theater & Concert Hall (Taiwan)

Oct 2018 ~ Mar 2019

- Maintained and managed the National Concert Hall and National Theater, ensuring safety and compliance. Supported performances including the Berlin Philharmonic, Taipei Philharmonic, and TIFA programs.

Live Performance Operations Coordinator

Broadway Musical - School of Rock, China Tour

Jul 2024 ~ Aug 2024

- Served as one of only three Asian team members and the sole female in the technical department, facilitating translation and coordination with local staff while assisting technical operations during performances. Executed assigned and additional plots as needed, coordinated with lighting and stage managers, and demonstrated flexibility and teamwork to ensure smooth operations and effective multicultural collaboration.

Front of House Staff

Ricca Ricca Festa (International Theatre Festival OKINAWA 2018)

JULY 2018

- Coordinated audience entry and staff allocation for three international productions (Japan, Ukraine, USA), establishing admission rules to ensure smooth audience flow and orderly performances.

| Education |

CHINESE CULTURE UNIVERSITY (TAIWAN)

Studies in Theatre Arts | 2015 - 2018

NATIONAL PENGHU UNIVERSITY OF SCIENCE AND TECHNOLOGY (TAIWAN)

Bachelor's Degree in Marine Recreation Management | 2019 - 2021

| Additional Certifications |

Red Cross First Aid Certification (Taiwan)

Licensed Foreign Language Tour Guide (Taiwan)

RAD Grade 8 Ballet Certification

| Languages |

Mandarin - Native

English - C1

French - A1
