

**WENLU
BAO**

wenlubao@gmail.com | 215-485-8705
Philadelphia, PA 19128
www.wenlubao.net

EDUCATION

M.A. in Museum Communication, 2015 – 2017

The University of the Arts, Philadelphia
- Graduated with the Highest Academic Achievement Award

B.A. in Broadcasting and Television Directing and Editing, 2005 – 2009

Fudan University, Shanghai Institute of Visual Art, Shanghai, China
- Winner of Merit Scholarship, 2009

SKILLS

Curatorial Practice

Video Production

Creative Writing

Graphic Design

Website Building

Languages: Fluent English, Native Chinese

Data Analysis: Google Analytics, Google Trends, Meltwater, etc.

Softwares: Adobe Creative Suite

Social Media and Email Marketing

OTHER

Affiliations

Museums and the Web, 2017
American Alliance of Museums (AAM), 2015 - 2018
Museum Council of Greater Philadelphia, 2016 - 2019
Mid-Atlantic Association of Museums (MAAM), 2016

LinkedIn

www.linkedin.com/in/wenlubao/

SELECTED WORKING EXPERIENCE

Curatorial and Marketing Assistant, The Delaware Contemporary Wilmington, DE, 2018 - Present

To curate exhibitions, conduct researches, facilitate programs and events, and create exhibition & event videos and catalogs.

Digital Marketing Specialist, The Delaware Contemporary Wilmington, DE, 2017 - 2018

Managed website updates, created marketing materials such as videos and graphic designs, and marketing data analysis.

Asian Arts Department Administrator, FREEMAN'S Auction House Philadelphia, PA, 2017 - 2018

Researched on Asian Arts catalogues; facilitated client services; and worked with Department Head on property management

Marketing Committee Member, Visitor Experience Group Philadelphia, PA, Fall 2016 - Present

To participate in marketing meetings for future plans. Created Visitor Experience (VEX) Conference promotional video; developed and designed VEX group's current website (www.visitorexperience.group).

Database Project Intern, Philadelphia, PA Philadelphia Museum of Art (PMA), Spring 2017

Worked with the Systems and Analytics Department to develop a database of marketing, communications, and attendance data to better understand the museum's attendance trends and initiative impact as a foundation for future projects.

Marketing and Communications Fellow, Baltimore, MD The Baltimore Museum of Art, Summer 2016

Supported the Marketing Department for special exhibition *Matisse/Diebenkorn* by creating a teaser video and research for social media posts. Assisted the Visitor Services Team for audience evaluation in the Welcome Gallery.

Red Apple Fund Video Project Video Producer, Wilmington, DE Delaware Art Museum, Spring 2016

Produced Red Apple Fund fundraising testimonial video. Responsible for project planning, videography, and post production.

Feature Editor, Shanghai, China ARTY Magazine, 2013 - 2014

Planned feature themes; supported marketing strategies; maintained relationship with local art museums and galleries; and interviewed global renowned artists and designers.



wenlubao@gmail.com | 215-485-8705
Philadelphia, PA 19128
www.wenlubao.net

AWARDS

- **2017 Highest Academic Achievement Award**, University of the Arts, Museum Studies Department
- **2016 Annual Conference Fellowship** by American Alliance of Museums (AAM)s
- **2016 Marketing and Communications Intern Fellowship** by the Richard C. von Hess Foundation

EXHIBITIONS

- 2019 - 2020: Curator | **Mind the Gap**, The Delaware Contemporary, Wilmington, DE
- 2019: Curator | **The Paradox of Pleasure**, The Maverick Expo, New York City, NY
- 2019: Coordinator | **Fragments of Seas**, 287 Gallery, New York City, NY
- 2019: Curator | **Willie Yao: HALF : HALF**, The Delaware Contemporary, Wilmington, DE
- 2019: Curator | **Somewhere Else**, The Delaware Contemporary, Wilmington, DE
- 2019: Curator | **China Pop: Year of the Pig**, The Delaware Contemporary, Wilmington, DE
- 2019: Deputy Curator | **Eastern Poesia in Beijing**, travelled with The Delaware Contemporary to Zhu Naizheng Research Center of Arts in Beijing, China
- 2018: Curator | **China Pop: Year of the Dog**, The Delaware Contemporary, Wilmington, DE
- 2018: Artist | **On Madison**, The Delaware Contemporary, Wilmington, DE

SELECTED PUBLICATIONS

- 2019 **Shanghai Public Education** WeChat Official Account | Conversation on Museum's Art Education | Carnegie Museum of Art
- 2019 **Shanghai Public Education** WeChat Official Account | Conversation on Museum's Art Education | The Cleveland Museum of Art
- 2019 **ARTRON** | Review: Illuminated and unattainable: *Han Qin: Ethereal Evolution* Exhibition Experience
- 2019 **China Academy of Art Alumni Association** WeChat Official Account | Review: Dancing on the Paper: *Han Qin: Ethereal Evolution*
- 2019 **Somewhere Else Exhibition Catalogue** Curatorial Essay
- 2014 **ARTY** Magazine | Interview with Florentijn Hofman: 2014 Art & Design For All
- 2014 **ARTY** Magazine | Interview with Kenya Hara: Ideal Afternoon
- 2013 **ARTY** Magazine | Interview with Serge Bloch: French Humor Master
- 2013 **ARTY** Magazine | Interview with Maurizio Quarello: Gentleman in the Books
- 2013 **ARTY** Magazine | Interview with Yuko Shimizu: Aesthetics without Limits
- 2013 **ARTY** Magazine | Interview with Tamar Raban: Live As an Artist
- 2013 **ARTY** Magazine | Interview with Emmelie Koster | Lighten the World with Youth

SELECTED ART DOCUMENTARY VIDEOS

- 2019 **Draper Experiment: Willie Yao** | The Delaware Contemporary | [Watch Here](#)
- 2018 **Fusion** | The Delaware Contemporary | [Watch Here](#)
- 2018 **What is a Chinese Ruyi Scepter?** | Freeman's Auction House | [Watch Here](#)
- 2018 **Monique Rollins: Eastern Poesia in Beijing** | The Delaware Contemporary | [Watch Here](#)
- 2017 **SABA III** | The Delaware Contemporary | [Watch Here](#)
- 2016 **Matisse/Diebenkorn** Exhibition Highlights | Baltimore Museum of Art | [Watch Here](#)
- 2016 **In Quotes: Ann Hamilton** | [Watch Here](#)
- 2016 **Interview with Brice** | Delaware Art Museum | [Watch Here](#)