

Youyou Gao (Cas)

Content Creator | Photographer & Videographer

Sydney NSW | 0490 416 906 | casgao1110@gmail.com

Portfolio: cas-gao-portfolio.casyyg.chatgpt.site | Store: peggrid.com.au

Content creator, photographer and videographer with experience in product, lifestyle, automotive and live music projects. Takes work from concepts and storyboards through lighting, shoot direction, filming, editing and publishing, with experience in creator partnerships and organiser-commissioned concert photography.

CORE SKILLS

Creative production: Concepts, storyboards, shot planning, shoot direction and publishing

Photography: Product and lifestyle photography, lighting setups and camera operation

Video: Videography, gimbal operation, FPV drone filming and video editing

Editing and design: Adobe Lightroom, Photoshop, DaVinci Resolve and Canva

Social content: Instagram, copywriting, creator partnerships and promotional content

PROFESSIONAL EXPERIENCE

PegGrid | Partner

Jul 2025 - Present

Content Creation and Brand Marketing

- Produce PegGrid product and lifestyle content from concepts to publication. Independently conceived, storyboarded, lit, filmed and edited the Reel "Every passion, organised", adapting Instagram's "master of none" trend into a product transformation Reel.
- Photograph products across PegGrid's range, set up fill lighting and edit images in Lightroom and Photoshop.
- Selected PegGrid Reels received **approximately 17,000 and 7,200 likes**.
- Coordinated collaborations with **approximately 50 creators**, including NRL player Latrell Mitchell, and promotional partnerships with BCF, Alton and Zorali.
- Built PegGrid's Shopify store and product content, with supporting SEO and indexing checks in Google Search Console.

Concert Photographer

Commissioned assignments

- Digi Hive Music | 27 Sep 2026: Commissioned to photograph Song Dongye's Sydney concert.
- ACY Live | 21 Mar 2025: Commissioned to photograph Miserable Faith's Sydney concert.

SELECTED CREATIVE WORK

Motorcycle and Automotive Content

Produce action photography, panning shots and trend-led videos for Instagram and Xiaohongshu. Peak post views: approximately 100,000; peak post likes: approximately 2,000.

EDUCATION

Sydney Polytechnic Institute (SPI)

Oct 2025 - Present

Master of Data Science (in progress)

University of Sydney

Jan 2025

Master of Information Technology and IT Management (Software Engineering)

Beijing University of Civil Engineering and Architecture

Jul 2022

Bachelor of Engineering in Computer Science and Technology

Languages: Mandarin Chinese (native) | English (working proficiency)