

SUMMARY

An award-winning Promo Content Strategist and Producer with 9 years of industry experience, I search for different angles to tell compelling stories and utilise different platforms and formats to execute impactful promotional campaigns. Using my knowledge and expertise in motion graphics, I push the envelope to reimagine different story-experiences for promotion. Working across campaigns for broadcast to digital to on-ground, I have moulded myself into not just a creative professional with story ideas and all-rounded production knowledge, but also into a digital hybrid that seeks to understand the target audience through data and make every creative decision with targeted reason.

I am always excited to learn and challenge the status quo, and when all else fails, I know I can count on my positive attitude, general enthusiasm for all things new, and intense love for puns to get me through!

EXPERTISE

Content Strategy	Video Filming & Production
Digital Content Creation & Strategy	Campaign Execution
Project Management	Copywriting and scripting
Creative Direction & Best Practices	Adobe Creative Suite
Branding & Identity	Pitching & Budgets

PROFESSIONAL EXPERIENCE

● Producer

August 2015 - Present

Walt Disney DTCL, National Geographic (Asia)

- + Produce and build an extensive promotional content portfolio for National Geographic in Asia (National Geographic, Nat Geo People, National Geographic Wild)
- + Expand Brand's digital presence by producing compelling social content and campaigns
- + National Geographic Brand protector - mastering a deep understanding of the brand, making sure all content is on-brand, and develop/supply new creative styles and solutions when needed
- + Localise, develop, and execute promotional, branding, and impact-driven creative campaigns on broadcast and digital platforms, which involves:
 - Producing branded content which includes directing film crew, voice-overs, and audio mixing; scriptwriting, editing, and art direction, while navigating cross-functional teams and working with fit tight timelines and limited budget in a fast-paced environment
 - Define timelines, handle budgets, and lead relationships with production studios, non-profit partners, National Geographic Explorers, celebrities, talents and freelancers
 - Ensure that local production is seamlessly executed under the global brand standards of excellence
 - Actively pitch and execute creative and promotional ideas and campaign based on the latest trends and audience insights
- + Experienced in communicating and coordinating with global and regional teams, keeping a wide network of productions contacts across Asia

PROFESSIONAL EXPERIENCE

Notable Milestones

- + Produced and conceptualised brand's biggest impact-driven multi-platform campaign #PlanetorPlastic. Digital content reached of millions, campaign grew Nat Geo Asia's digital presence by 30%, and relationships built with celebrity ambassadors led to further business opportunities and revenue growth
- + Won PromaxBDA GOLD Award for 'Best Programme Promo'
- + Chosen to attend National Geographic exclusive 2-day 'Women's Leadership Workshop' by Lisa Witter
- + 1 out of the 13 employees from Asia chosen to be part of a 1 month company exchange programme to India, experience provided me with new perspectives on different creative processes and local team structures

● Motion Graphics Designer / Producer

May 2012 - August 2015

Fox Networks Group, Brand & Marketing (Singapore)

- + Creation and conceptualisation of promo and branding content for the FOX portfolio
- + Produce and direct all shooting, execute post-production, and liaise with channel stakeholders
- + Ensure that all local content is executed under the global brand standards of excellence

Motion Graphics Designer

● July 2011 - May 2012

COLORTV Studios, Production House

● November 2010 - July 2011

Moving Images, Production House

- + Developed, conceptualized and executed storyboards, styleframes and animations for brands
- + Executed VFX compositing & color correction Hollywood movies

LANGUAGES

+ English (Native)

+ Mandarin (Fluent)

+ Cantonese (Functional)

EDUCATION



Squared Online Digital Marketing Certification

Diploma in Multimedia

Nanyang Academy of Fine Arts
2007 - 2010

GCE 'A' Levels

Anglo-Chinese Junior College
2005 - 2006

GCE 'O' Levels

Paya Lebar Methodist Girls'
1995 - 2004

Thank you for taking the time to read my CV
References are available upon request.