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OBJECTIVE

To obtain a role with an organization that will effectively utilize my production, journalism, and media expertise while also allowing me to develop further as a professional

Proven talent for aligning organization strategy and objectives with established story development and information management paradigms to achieve maximum operational impacts. Detail-focused operator with the ability to facilitate interviews and gather information for news stories, closely collaborate with senior personnel and team members, and carry out the development and production of news articles and videos. Exceptionally dedicated professional with keen interpersonal and organizational skills, as well as extensive technical expertise.

CORE COMPETENCIES

- Journalism
- Copywriting
- Content Development
- Public Speaking
- Relationship Management
- Marketing
- Communications
- Research Development
- Reporting
- Storytelling
- Operations Coordination
- SEO/SEM/SMO
- Media
- Editing
- Filming
- Scripting
- Project Management
- Logistics Management

EDUCATION AND CREDENTIALS

BACHELOR OF ARTS (B.A.) IN JOURNALISM, COMMUNICATION, AND MEDIA STUDIES, 2018 TO 2020; Murdoch University, Perth, Australia; Relevant Modules: Media Governance and the Public Sphere, Digital Newsroom, Communicating Global Issues; Investigated the ethical, legal, and cultural contexts of news media; Obtained practical experience working in a digital newsroom

DIPLOMA IN MASS COMMUNICATION, 2013 TO 2014; Kaplan Higher Education Academy, Singapore

GCE A-LEVELS, 2012 TO 2016; Millennia Institute, Singapore

PROFESSIONAL EXPERIENCE

MURDOCH UNIVERSITY, SINGAPORE, MARCH 2018 TO JUNE 2020

PROJECT

- Carried out the collection and evaluation of information about newsworthy events from a wide range of sources, including social media, other news outlets, tip offs, and individual contacts.
- Conducted the writing, pitching, editing, and shaping of the project's agendas and stories over the course of my operations.
- Handled the gathering and verification of information through interviews, observation, and research.
- Facilitated in-depth interviews with relevant contacts, as well as storyboarding, captioning, and editing videos for production.
- Served in an integral role by leading the development of various graphics, including augmented reality graphics, to effectively tell stories in a dynamic, engaging, and interactive manner.
- Leveraged time management skills to administer all aspects of stories in a stipulated time frame, including pitching, interviewing, filming, editing, and publishing stories.
- Oversaw the effective production and publishing of 5 news articles on Murdoch news website and 3 videos for Murdoch digital newsroom.
- Achieved substantial success by operating on various projects, including current affairs and social issues (migrant workers in Singapore), law/court proceedings, domestic affairs (falling fertility rate in Singapore), health (raising awareness on Alzheimer's), and sports (Singapore Football Association).

- Executed the publishing of video news stories on Murdoch newsroom website, effectively employing a Content Management System.
- Successfully utilized digital video cameras, DSLRs, basic lighting equipment, and sound equipment for digital video production.

NATIONAL ENVIRONMENT AGENCY, SINGAPORE, OCTOBER TO DECEMBER 2013

FREELANCE RESEARCHER

- Engaged in interviews with patrons and conducted the gathering of public opinion on the Tray Return Initiative (2013).
- Played a key role by administering surveys and focus groups to allow for the gathering of a wide range of data.
- Spearheaded the production and development of initiatives and motion graphics for the initiative to ensure success.

MEDIACORP PTE LTD., SINGAPORE, JANUARY TO FEBRUARY 2012

FREELANCE RESEARCHER

- Provided support in researching story ideas, fact checking, gathering data, and story pitches.
- Assisted producers by supporting photo and video shoots of productions utilizing Final Cut Pro Premiere Pro.
- Closely collaborated with the visuals team to procure content/material required for the production.
- Worked on the team's social media, including interacting with viewers through different platforms.

REPUBLIC OF SINGAPORE AIR FORCE, SINGAPORE, MARCH 2016 TO MARCH 2018

ADMIN SUPPORT ASSISTANT

- Navigated the organization of personnel information and oversaw the incoming and outgoing flow of information.
- Dispensed in-depth assistance and support for air operations to ensure maximum operational success.
- Cooperated and communicated with a team in the effective administration of day-to-day operations.
- Certified that all work was executed in a high-quality and accurate manner to promote maximum success.

SIDE PROJECTS

REDDIT, SINGAPORE, MARCH 2017 TO SEPTEMBER 2020

COMMUNITY MANAGEMENT

- Carried out the moderation of forums and communities with millions of users over the course of my operations.
- Drove the production and development of media content and analysis for websites, as well as collaborating with people from all over the world to certify communities thrived.
- Obtained and maintained a thorough and up-to-date knowledge of trending discussion topics to certify continued engagement.

MILLENNIA INSTITUTE, SINGAPORE, 2014

VALUES IN ACTION

- Actively engaged and participated in a littering awareness program for The National Environment Agency (NEA).
- Orchestrated the planning, performance, and recording of footage of a short play for primary school students.

MILLENNIA INSTITUTE, SINGAPORE, 2014

MODEL UNITED NATIONS CONFERENCE

- Served as a delegated for the Model United Nations Conference and debated on climate change.

MILLENNIA INSTITUTE, SINGAPORE, 2012

GLOBAL THEATRE PROJECT

- Liaised with the Play Director to effectively produce a film of the skit that represented the state at international competitions.
- Tasked with overseeing the scripting, filming, editing, and post-production aspects of the submission.

AHMAD IBRAHIM SECONDARY SCHOOL, SINGAPORE, 2009

NATIONAL CRIME COUNCIL SKIT TRAINERS

- Partnered with the Director in the production of a short film of the skit in an efficient and effective manner.
- Executed the scripting, videography, and editing portions of the production through employment of expertise.

CERTIFICATIONS

Extensive list of certifications available upon request, at LinkedIn profile and through digital portfolio

- Google Ads Apps Certification – Google, 2020
- Google Ads Display Certification – Google, 2020
- Google Ads Search Certification – Google, 2020
- Google Creative Certification – Google, 2020
- Google Display & Video 360 Certification – Google, 2020
- Google Campaign Manager Certification – Google, 2020
- Google Ads for Beginners Certification – Google, 2020
- YouTube Content Ownership Certification – Google, 2020

TECHNICAL EXPERTISE

- Microsoft Office Suite
- HTML, CSS, PHP
- WordPress
- Adobe Photoshop
- Adobe Illustrator
- Videography
- Investigative Journalism
- Broadcast Reporting
- Search Engine Optimization
- Adobe Premiere Pro
- Adobe Premiere Rush
- Adobe After Effects
- Adobe Audition
- Adobe InDesign
- Photography
- Social Media Reporting
- Court Reporting
- Content Management Systems

COURSEWORK

HOLLYWOOD FILM INSTITUTE

Cinema Direction and Line Production

- Administered all aspects of logistics for daily operations of episodic production.

HOLLYWOOD FILM INSTITUTE

Feature Film Production

- Provided support and assistance in the pre-production, principle photography, and post-production stages of filmmaking.

MURDOCH UNIVERSITY

Audience Users and Participation – Audience Analytics

- Drove the effective implementation of a wide range of media strategies through employment of analytics.

MURDOCH UNIVERSITY

Media Law and Ethics

- Successfully utilized media law principles in a local professional setting and appraised media ethics cases.

MURDOCH UNIVERSITY

Online and Mobile Journalism

- Acquired extensive expertise in identifying engaging stories and social media skills to target audiences.

MURDOCH UNIVERSITY

Video Journalism

- Handled the compilation, scripting, and filing of current affairs stories through utilization of video and audio tools.

MURDOCH UNIVERSITY
Digital Newsroom

- Led the development and production of text-based and multimedia stories for Murdoch's online news platform.

MURDOCH UNIVERSITY
Journalism and Society

- Effectively leveraged a wide variety of news-related skills across a subset of disciplines.

SINGAPORE WORKFORCE SKILLS QUALIFICATIONS
Certificate in Service Excellence WSQ

- Searched for and identified trends and challenges in a diverse and challenging work environment.

ADDITIONAL ACTIVITIES

MILLENNIA INSTITUTE TENNIS CLUB, SINGAPORE, 2015

- Administered the efforts to rejuvenate the club that was on the brink of closure, leading it to become one of the biggest sports clubs in the school.
- Collaborated with club members to prepare for tournaments and to motivate the club to achieve consensus.

MI WORLD INTERNATIONAL PROGRAMME COMMITTEE, SINGAPORE, 2013

- Contributed extensively to the planning and coordination of events to showcase the nation to international students.
- Acted as a representative of the school in Batam, Indonesia, and India over the course of my operations.
- Partnered with the school in the creation and production of a travel vlog to document the trips.

MILLENNIA INSTITUTE, SINGAPORE YOUTH FESTIVAL, SINGAPORE, 2014

- Cooperated closely and effectively with the Stage Manager in the adaption of a play into a short film.
- Directed all pre- and post-production aspects of the project to allow for maximum success.

AHMAD IBRAHIM SECONDARY SCHOOL, RIHLAH ARAB SOUTHEAST ASIA DRAMA COMPETITION, SINGAPORE, 2010

- Achieved success by engaging and participating in a production that represented the nation and won second place in an international competition.

AHMAD IBRAHIM SECONDARY SCHOOL, SINGAPORE YOUTH FESTIVAL, SINGAPORE, 2011

- Served as Stage Manager and navigated the organization and coordination of the production that represented the school.
- Provided leadership and motivation to the crew and won the silver medal at the competition.

Extensive list of certifications available upon request, at LinkedIn profile and through digital portfolio.



[LinkedIn Profile](#)



[Digital Portfolio](#)