

PHOEBE LIEW

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SUMMARY

A dynamic multimedia creative and storyteller with a background in crafting compelling content for leading brands, and managing end-to-end video production. Excels at concept development and creation, with strong skills in project management, videography, and graphic design.

WORK EXPERIENCE

Social Media Content Creator Intern, ZALORA

Sept 2025 - Mar 2025

- Led end-to-end production of high-volume visual content, handling ideating, filming, video editing, and graphic design, while adhering to brand identity and aesthetics.
- Curated high-fashion styling for video shoots and graphics by researching on current trends and selecting looks that resonate with the brand's identity and target audience.
- Developed and executed the content strategy across social media platforms, overseeing the planning and copywriting.

Junior Creative Producer, Chunkie Filmhouse

July 2023 - Aug 2024

- Spearheaded end-to-end video production for major brands like Dyson, KFC, and Lenskart by organising and planning shoots, developing timelines and call sheets, and facilitating communication between clients, directors, and editors throughout the project.
- Managed the entire creative process from concept development to final post-production for all social content, handling strategic planning and scheduling, trend research, ideation, shooting, editing.

Creative Content (Studio) Intern, Charles & Keith

Sept 2022 - Feb 2023

- Conceptualised and art directed multiple photo and video productions for social media and website by developing creative briefs, storyboards, and content strategies.
 - Conducted extensive research to develop concepts and stylings for upcoming campaigns, aligning with brand aesthetics and identity.
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EDUCATION

Bachelor of Communication (Professional Communication)

2024 - 2025

RMIT University

Diploma in Media & Communication

2020 - 2023

Singapore Polytechnic

ADDITIONAL INFORMATION

- **Technical Skills:** Creative Content Creation, Content Strategy, Trend Research, Fashion Styling, Graphic Design, Videography, Photography, Copywriting
- **Software & Tools:** DaVinci Resolve, Adobe Creative Suite, Canva, AirTable, Sprout Social, AppsFlyer
- **Languages:** English, Chinese