

YSABEL ANNE ALUQUIN

DIGITAL CONTENT PRODUCER



 Singapore, Singapore
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SKILLS

- knowledge and hand-on experience video production equipment and software
- creative storytelling with experience in micro documentaries and social content
- experience managing timelines, budgets and scheduling

EDUCATION

BACHELOR OF MEDIA
University of New South Wales
2017 - 2019

DIPLOMA OF MASS COMMUNICATION
Ngee Ann Polytechnic
2014 - 2017

LANGUAGES

English native language

Tagalog native language

PROFILE

Focused Digital Media Producer with more than three years of experience generating compelling concepts to reach key audiences. Talented at managing tight deadlines and coordinating with teammates and freelancers to capture, edit and produce work.

EXPERIENCES

Freelance Media Producer

2025.02 - PRESENT

- Produce and develop digital content across podcasts, live events, and branded media projects.
- Scriptwriter — The Hop Pod (Podcast)
 - Script podcast episodes targeting Gen Z and young millennial audiences in Singapore.
 - Develop episode structures, host prompts, and discussion segments including branded/client content.
- Media Coordination — Binance Blockchain Week 2025 (Dubai)
 - Coordinated event videography and photography coverage under Darkhorse production team.
 - Managed media schedules, crew coordination, and on-ground production logistics for a global Web3 conference.
- Video Content Review — TOKEN2049 Singapore 2025
 - Conducted quality checks on event video deliverables to ensure accuracy, branding consistency, and production standards before release.

Senior Associate, Content Specialist ***Changi Airport Group***

2024.08 - 2025.02

- Creating engaging video and photographic content for Changi Airport's social media platforms.
- Collaborating within the Corporate & Marketing Communications department to execute successful marketing campaigns.
- Overseeing the production of video content from inception to completion, including ideation, storyboarding, production, and a touch of editing finesse.
- Developing and managing Changi Airport's YouTube channel to enhance both online engagement and in-store traffic.

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EXPERIENCES

Digital Content Producer **Viddsee Pte. Ltd.**

2021.09 - 2024.07

- Launched the Nuggets by Viddsee brand and channel on platforms such as YouTube, TikTok, Instagram, and Viddsee, expanding the brand's reach and engagement.
- Produced and created compelling content for Nuggets by Viddsee, including successful shows such as Haunting History, One Last Call, Blind Dates, and Generation Survival.
- Led the entire content production process, from pre-production to post-production, including creating pitch decks, casting, managing schedules and talents on set, and editing, ensuring the timely delivery of high-quality content.
- Effectively managed timelines and budgets for content creation, optimising resources and ensuring efficient production workflows.

Freelance Post-Production Coordinator **Chimney Vigor Group**

2021.03 - 2021.08

- Collaborated with Creative and Project Management teams to resolve client issues, negotiate expedited timelines, and provide effective solutions, ensuring client satisfaction and successful project completion.
- Demonstrated strong working knowledge of post-production and production processes.
- Evaluated the quality of incoming assets and performed final quality control checks on all completed promotional content, ensuring accuracy and adherence to broadcast standards.

Account Executive **Anthology Pte Ltd**

2019.11 - 2020.08

- Played a key role in the development, execution, and delivery of events, ensuring seamless coordination and successful outcomes from proposal to execution.
- Cultivated and maintained strong client relationships, resulting in repeat business and increased customer satisfaction.
- Managed multiple projects simultaneously, demonstrating exceptional organisational and multitasking abilities.