

YSABEL ANNE ALUQUIN

DIGITAL CONTENT PRODUCER



- Singapore, Singapore
- ysabelannealuquin@yahoo.com
- [ysabelannealuquin.wixsite.co
m/portfolio](http://ysabelannealuquin.wixsite.com/portfolio)
- +65 9105 7500

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.

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

EXPERIENCES

Senior Associate, Content Specialist

2024.08 - 2025.02

Changi Airport Group

- 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.

Digital Content Producer

2021.09 - 2024.07

Viddsee Pte. Ltd.

- 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 Chatterbox, A Love Letter To, Kids Know Best, How I Know, 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, optimizing resources and ensuring efficient production workflows.

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EXPERIENCES

Freelance Post-Production Coordinator 2021.03 - 2021.08
Chimney Vigor Group

- 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.

Customer Success Manager 2020.09 - 2021.02
Reebelo

- Implemented and optimised customer communication processes, including the creation of macros and chat shortcuts, resulting in improved efficiency and enhanced customer satisfaction.
- Provided support, supervision, and motivation to first-level customer service team members, ensuring high quality service delivery and customer retention.
- Played a key role in supporting the expansion of Reebelo to other countries in APAC and new verticals such as renting of devices, contributing to business growth and market diversification.

Account Executive 2019.11 - 2020.08
Anthology Pte Ltd

- 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.
- Ensured consistency and professionalism in all social media communications, using clear and concise language.
- Diligently proofread all materials and communications, ensuring accuracy, clarity, and professionalism.