



Yeow Jia Yi

Video Producer | Video Editor

WORK EXPERIENCE

Feb 2024 - Present
Singapore

Overkill Ptd Ltd I Video Editor

- Edited organic and branded video content for Overkill's YouTube channel, Instagram, and TikTok
- Collaborated with a team of 3 to design eye-catching YouTube thumbnails for weekly video uploads
- Ensured consistent quality and style across all thumbnails to align with channel identity

Oct 2023 - Jan 2024
Singapore

Freelance Video Editor

- Edited organic and branded content for the ZULA Social Media Team
- Filmed and assisted on shoots for clients like Bugis Town and Durex

Jul 2020 - Jan 2023
Zula Ptd Ltd I Singapore

Senior Video Producer

- Oversee overall content for ZULA's YouTube channel
- Conceptualize, produce and edit video content with content strategist team
- Participate in the following of YouTube channel, growth of 35k subscribers
- Collaborate with sales and project management team to execute campaigns
- Spearhead a team of four to create minimal of four videos per week
- Produced and edited media content for clients like Bumble, Maybelline, Vestiaire Collective, Enterprise Singapore (ESG), Ministry of Communications and Information (MCI)

Sep 2017 - Dec 2019
inJECT Inspiration I Taiwan

Post Production Assistant

- Assisted In organizing footage, images and audio files
- Collaborated with senior staffs to ensure all media content are up to standard
- Edited media content for clients like Department of Cultural Affairs (Taipei City Government), Pantone (Taiwan) and VG The Seafood Bar

EDUCATION

2015-2019
Media Innovation and Management I Department Radio & Television
National Chengchi University I Taiwan

2012-2015
Chinese Media & Communication
Ngee Ann Polytechnic I Singapore

CONTACT

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KEY SKILLS

Online Content
Video Production
Content development
Team Management
Workflow & Resource Management
Post-Production
Video Editing

LANGUAGES

English: Native

Mandarin Chinese: Native
(Band C) Test of Chinese as Foreign Language
Steering Committee for the Test Of Proficiency - Hanyu (SC-TOP)
Issued Nov 2017