



SETH CHEONG

COMMUNICATIONS &
MEDIA STUDENT

 +65 9147 6949

 cheongseth@gmail.com

 365 Telok Kurau Road
423881

 [https://cheongseth.wixsite.com/s
ethcheongportfolio](https://cheongseth.wixsite.com/sethcheongportfolio)

EDUCATION

**TEMASEK POLYTECHNIC,
COMMUNICATIONS & MEDIA
MANAGEMENT | 2021 - 2024**

Relevant modules:

Visual Communications (A)
Digital Media Fundamentals (A)
Marketing Fundamentals (B+)
Mobile Journalism (A)
Digital Journalism (A)
Media Research & Analysis (A,
Distinction)
Journalism Fundamentals (A,
Distinction)
Communication & Information
Literacy (A, **Distinction**)
News Centre Management (A,
Distinction)
Media Writing (A)
Audio Production (A)
Video Production (B+)

Current cGPA: **3.92**

VICTORIA SCHOOL | 2017 - 2020

GCE "O" Level Certificate
Achieved **A2** grade for English Language

AWARDS

**Director's List Award | 2021-2022
& 2022-2023**
(Top 10% in cohort)

**Edusave Certificate of Academic
Achievement | 2021-2022
& 2022-2023**
(Top 25% in cohort)

Google Analytics Certification | 2022

Google Ads Certification | 2022

PROFILE

To grow above my limits in an environment where my skills in **content creation, videography, social media marketing**, and driven mindset will make a tangible contribution.

SKILLS

Content Design

- Proficiency in Adobe Photoshop, XD and Canva.



Audio, Video Production and Editing

- Competent in operating DSLR cameras, audio recording and Adobe Rush, Premiere Pro, and Audition.



Digital Content Marketing

- Familiar with Social Media Marketing platforms and trends, SEO and campaign optimisation

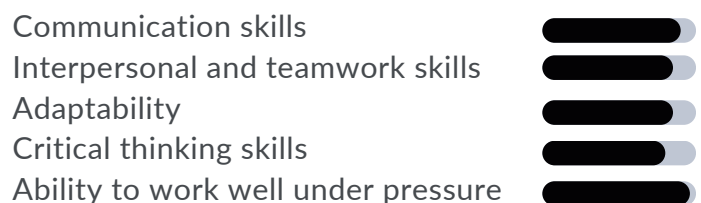


Microsoft Office Suite

- Proficiency in Microsoft Word, Powerpoint, and Excel.



Soft Skills:



EXPERIENCE

CONTENT AND EXPERIENCE INTERN & CONTRACT STAFF

Kingsmen Exhibits | March 2023 - September 2023

- Contributed to the content development of diverse events, exhibits, and experiences across various clients.
- Participated in numerous pitches and tenders, contributing to concept creation.
- Utilise experiential copywriting to effectively communicate ideas, concepts, and narratives to different target audiences.
- Collaborated with multifaceted teams, merging different skill sets to breathe life into stories through engaging experiences

CHANNEL NEWS ASIA PODCAST - SINGAPORE STORIES

Channel News Asia (CNA) | September 2022 - Present

- Contributed to the production of the CNA podcast series "Singapore Stories" as part of my "Guided Learning" module.
- In charge of producing podcast deliverables (interviewee soundbites, music, ambient sounds, and additional SFX) for the series.

SOCIAL MEDIA MANAGER

O Happi Place | March 2022 - Present

- Co-managed the Instagram and TikTok pages of O Happi Place.
- Assisted in the production of photos, videos, graphics, and other marketing collaterals for O Happi Place.
- Successfully promoted the establishment through paid social media and search engine advertisements.

SERVICE STAFF

O Happi Place | March 2022 - Present

- Displayed teamwork and cooperation skills working in teams to ensure successful daily operations.
- Communicated and interacted with customers on gelato flavor preferences
- Managed customer complaints tactfully and professionally.

AUDIO ENGINEER/EVENTS STAFF

Freelance | October 2022 - Present

- Oversaw audio logistics (sound reinforcement, EQ/mixing, and mid-event audio level adjustment) for medium-scale events on an ad-hoc basis.
- Assisted with the setup and breakdown of event space, including audio equipment, DIs, tables, chairs, etc.
- Notable clients include Chanel, The Fullerton Hotel and Soundsmith Solutions.

IN-HOUSE DESIGNER/MARKETER

Kurt Merch | July 2021 - September 2021

- Spearheaded apparel and merchandise design, product photography, and social media marketing.
- Successfully ran social media marketing campaigns on Instagram to promote new product launches.