



DANIELLE KOH WEI

PROFILE

I hope to create human interest documentaries in future, be it through producing, editing or directing. My passion for storytelling has inspired me to shed light on the different perspectives of important issues. I believe that the effort to understand can change people, and that the media is a powerful tool that can help us do so.

PARTICULARS

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SOFTWARE SKILLS


Premier Pro


Illustrator


InDesign


After Effects


Lightroom


XD

EDUCATION

2018-present

Currently studying in Singapore Polytechnic
Diploma in Media & Communications

2014-2017

Whitley Secondary School
GCE O'levels

2009-2014

CHIJ St. Nicholas Girls School
PSLE

LEADERSHIP & ROLES

Head of Publicity for SP Garage Band

Managed a publicity team & delegated roles. I was in-charge of concert concepts & execution - Creative concepts & themes, concert set design, decorations, programme booklet & poster design. I also manage the CCA's social media account and content create regularly (i.e. Instagram posts, photoshoots and videos). I also aid in event coverage - photo-taking and making event videos.

Producer, Editor & Cameraman

Played the role as a producer, editor and cameraman during my Branded Video Content module in Singapore Polytechnic. I produced videos like - Awake While You're Sleeping (A Day in a Life of a Musician) for Bold Network SG, my diploma's YouTube Channel. I have also edited and shot event coverage videos for SP Garage Band, a music CCA in Singapore Polytechnic. I have also created my own animations like The Effects of Human Meat Consumption (can be found on YouTube).

National Athlete

Singapore Women's Water Polo team



ACHIEVEMENTS

2019

Edusave Certificate of Academic Achievement for achieving good academic performance and good conduct.

2019

Shortlisted to pitch a marketing campaign for TBWA Singapore. With the introduction of the Open Electricity Market, the main objective of the campaign was to increase Geneco's (an electricity provider) brand awareness by 15%, and to convince Singaporeans to switch to Geneceo. Myself along with a team of 4 others conducted research about Geneco and its key competitors, created personas and user journeys, and ideated on creative concepts for the campaign.

2018-2019

Represented Singapore for Water Polo competitions


2018: Malaysia Open in Ipoh, Malaysia

2019: Milo Cup, Kuala Lumpur, Malaysia

2019: Betawi Cup in Jakarta, Indonesia




VOLUNTEER WORK

2019  Makassar, Indonesia

Overseas Social Innovation Project - Helped provide solutions for the local village of Cikoro. We used design thinking tools to combat clove harvesting issues.

2018  Singapore

Participated and raised 3.5k for the Hair for Hope Organisation

2016  Kota Kinabalu, East Malaysia

Church mission project - visited a few villages in Paitan, provided financial & logistical support to the community. We also conducted English classes, game sessions, and interacted with the children and community to learn about their humble way of life.

2016  Siem Reap, Cambodia

Overseas Service Learning trip - Water for Life project, we helped with the installation of water filters for the locals.