

DANIELLE KOH



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danielle.koh@gmail.com



View [here](#).



View portfolio [here](#).



View [here](#).

I thrive on bringing stories to life – whether they are brands, people or a cause. I love finding unique and creative strategies to engage audiences. You can catch me behind the camera or planning the next big campaign, I'm always up for a creative challenge.

EDUCATION

University of Melbourne (2022– 2023)

Bachelor of Arts Degree, major in Media & Communications

ADOBE SOFTWARE

Premiere Pro	●	●	●	●	●	●
Illustrator	●	●	●	●	○	○
Photoshop	●	●	●	●	○	○
Lightroom	●	●	●	●	●	○
Meta Business Suite	●	●	●	●	●	○

REFERENCES

William Lee

Vice-President Sales (retired) Oracle
william.lee@mac.com
+61 421 183 833

Natasha Li

Head of Marketing Cupcake Central Bakery
natasha@cupcakecentral.com.au
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EXPERIENCE

Cupcake Central Bakery Social Media Manager (August 2024 – present)

I film, edit, and produce digital content—think videos, ads, graphics, and EDMs that capture attention. I also handle social media strategy, reporting, scheduling, partnerships, brand and influencer collaborations. My contributions have grown organic social sales by **26.5%** at **\$10523.32** from Aug'23-Feb'24.

TheatreWorks Singapore Digital Creative Executive (2021 – 2022)

Digital content creation and social media marketing for Not Ordinary Works 2021: Festival of Women.

Mediacorp Singapore Assistant Producer (2020 – 2021)

Production Team for Reality TV show Camokakis: Whole Lot Fall In! (available on Netflix Singapore).
Production Team for Let's Celebrate 2021 (Singapore's Annual New Year Countdown Show)

ACHIEVEMENTS

Asian Film Archive Singapore Shorts Selection 1 (2021)

'Reunion Dinner' by Danielle Koh was one of the five selected short films screened for Selection 1 of Singapore Shorts '21 under the Asian Film Archive. [View here.](#)

Film critique written by Euginia Tan. The critique compares short films made by Danielle Koh and Tan Kew Lin that highlights challenges of the elderly living in Singapore. [View here.](#)

Grade 8 Drums Trinity College London Rock & Pop (2021)

Singapore Polytechnic Sports Scholarship (2020-2021)

IMDA Singapore Film Commission Short Film Clinic (2020)

Singapore Polytechnic Sports & Arts Award (2020)

Edusave Certificate of Academic Achievement (2019)

VOLUNTEERING

Missionary Sisters of Charity Soup Kitchen for Men (2024-present)

Little Sisters of the Poor high tea fundraising event that raised \$11k to repair the roof of the aged care. (2024)

Hair for Hope Singapore bald shave. Raised \$3.5k for Children's Cancer Research (2018)

South East Asia Rural Water Filtration Mission Projects in Indonesia, Malaysia & Cambodia (2016-2019)

FREELANCE

Graphic Designer & Production Assistant at Icon Ministry (2024)

UI Web Designer at Catholic Family Life Singapore (2024)

Sports Photographer for F45 Melbourne: La Trobe Street, Brunswick & Prahan studios (2024)

Video Editor for Fitness Coach & influencer PressOnPreston with 33.1k Instagram followers (2023-2024)

Production Assistant for Mediacorp Singapore Channel 5 & 8 show 'WordWhiz' (2021)

EXTRA CURRICULUM

University of Melbourne: 'Catholics of One Spirit Down Under' Creative Coordinator (2023-2024)

Social media marketing & content creator
- posts, banners, merchandise, videos and
event facilitation.

Singapore Global Network: Singaporeans of Victoria Design & Editorial Director (2022)

Social media content creator & event
marketing and photography. Our
Singaporean Networking Ball Marketing
campaign saw an engagement increase of
133% on organic socials.

Singapore Water Polo National Athlete (2018-2022)

Singapore Polytechnic Garage Band Head of Publicity

Managed a publicity team and was in-
charge of creative concert conceptual
designs & execution, social media
management and event marketing.