
Experience

MEDIACORP PTE LTD

2022 – PRESENT

Senior Creative Producer, Creative Lab (Digital Content)

Executes creative project deliverables, responsible for the end-to-end production (conceptualisation, directing, filming, producing, editing and packaging) of broadcast/digital promo videos. Creating motion graphics during post-production for video content that requires the use of visual effects.

Filmed, edited, directed and produced online video content for Channel 8, CLASS 95, YES 933, LOVE 972 and 8 DAYS. Produced promo commercials for Mediacorp TV's Channel 8, Channel U, Channel 5, Suria, Vasantham and meLISTEN.

2019 – 2022

Creative Producer, Creative Lab (Digital Content)

Created original online content for Channel 8, CLASS 95, YES 933, LOVE 972 and Capital 958. Produced promo TVCs for Mediacorp TV's Channel 8, Channel U, Channel 5 and Toggle.

2017 - 2019

Digital Producer, Chinese Audience (Partnerships & Business Development)

Managing all areas of production from conceptualisation to completion of video and graphical content for Mediacorp's social media platforms. Worked as social media manager for Channel 8, LOVE 972 and YES 933. Created branded content for external clients (Taobao, Maxi-Cash, Yun Nam Hair Care, Giant, Osim, SPC, Popular, Harvey Norman, Kopitiam etc.) and managed pre and post production independently.

SGAG MEDIA PTE LTD

2017

Video Content Strategist

Conceptualised, edited and produced organic and sponsored video content for SGAG's social media platforms.

NANYANG TECHNOLOGICAL UNIVERSITY

2015 – 2017

Executive, Centre for IT Services

Handled live multi-camera video production system in NTU's Interactive Recording Studio, operating Newtek Tricaster, Livestream Studio HD and Datavideo switcher system. Worked with faculty to film online courses, promotional and induction videos as part of Technology Enabled Learning initiative in NTU.

Managed technical aspect of recording and editing under Learning Solutions and Applications team.

FREELANCE

2011 – 2015

Director / Producer

Produced, conceptualised, directed and edited Corporate Videos, Music Videos, Audio Production and Promo Videos for various clients from Singapore.

(Clientele: The Temasek Cares, People's Association PAYM, Warner Music Singapore, Mode Entertainment, Persatuan Pemuda Islam Singapura, TechnipFMC, Ministry of the Environment and Water Resources, DECK, Huawei, United Overseas Bank)

Education

NANYANG TECHNOLOGICAL UNIVERSITY (SCHOOL OF ART, DESIGN AND MEDIA), SINGAPORE

2011 – 2015

Bachelor's Degree, Fine Arts with Honours (BFA Hons.) in Digital Filmmaking

Grade: Second Class (Upper)

SINGAPORE POLYTECHNIC (SCHOOL OF MEDIA AND INFO-COMMUNICATIONS TECHNOLOGY), SINGAPORE

2006 – 2009

Diploma, Digital Media (3D Animation and Video)

Skills

Video Production • Music Production • Graphic Design • Social Media Marketing • 3D Animation

Additional Activities

40,000+ YouTube subscribers (nelsontyc.com), 40,000+ TikTok followers (nelsontyc) and 70,000+ Douyin followers (陈彦聰 NELSONTYC) • Featured in both local and overseas media (nelsontyc.com/news-release)