

Adrian Lee

Multidisciplinary
Creative

Ming Ying

Resume

Contact

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Experience

TBWA\ Group Singapore *Jul '23 - Present*
Junior Content Creator

Conceptualised and produced diverse content for social media platforms, aligning with brand goals and enhancing online engagement.

Collaborated in pitch preparation for major brands, contributing creative ideas and execution strategies.

Developed and designed digital out-of-home (OOH), enhancing client's presence across key locations.

Worked closely with cross-functional teams, including creatives, brand management, and strategy, to deliver high-quality content across various digital platforms.

Coconuts Media *Jun '22 - Jun '23*
Junior Content Creator

Ideated, written, and produced high-quality, original video content that increased social media following by 1000% and increased engagement rates by 1400%.

Generated invigorating social media content that reached over 1 million viewers organically, winning publishing awards.

Night Owl Cinematics *Aug '21 - Jun '22*
Junior Content Creator

Developed unique content for a variety of clients, ranging from Fast-Moving Consumer Goods (FMCG) to fashion.

Produced, shot and edited over 50 content that garnered over 1 million organic reach across all social media platforms.

Adrian is an experienced creative who is adept in meeting client needs while also maintaining brand identity. He works with clients from conception to completion to ensure the highest level of craft. He actively seeks opportunities for growth and prioritises continuous learning.

Skills

Adobe Creative Cloud

Premier Pro, After Effects, Photoshop, Lightroom, Illustrator, Indesign.

Film Production

Camera Operator, Gaffer, Art Director.

Soft Skills

Effective communication, teamwork, leadership, problem-solving.

Education

Ngee Ann Polytechnic *Apr '15 - May '18*
School of Business and Accountancy

 adrianlmy.com

 www.linkedin.com/in/adrianleemingying