



SHAFNA

85907037 | shafnaxx@gmail.com

I believe that my purpose is to tell stories. With a background in writing, directing, producing and sound design, I want to tell stories that are inclusive, emotional and make people question the human experience.

PORTFOLIO

- Creative Concept Decks:
<https://bit.ly/ConceptDecks>
- Personal Writing:
<https://bit.ly/MediumShaf>
- <https://shafnaxx.wixsite.com/mywork>

SKILLS

- Scriptwriting
- Copywriting
- Concept Deck Writing
- Content Article Writing
- Spoken and Written Languages:
English & Basic Malay

REFERENCES

- Stephen Vergara, Executive Producer, So Drama Entertainment
☎ 9366 8224
- Jamie Tan, Copywriter, Tripadvisor
jamietangecling@gmail.com

WORK EXPERIENCE

Big 3 Media, Junior Director

JAN 2022 - PRESENT

- Pitching for Creative Concepts
- Working with clients to produce new ideas for videos, overseeing creative direction for video projects from scriptwriting to post-production
- Clients include Gatsby, People's Association, National Library Board, National Heritage Board

Semicolon, Producer/Assistant Producer

JUL 2020 - JUNE 2021

- Oversaw production logistics from pre-production to production
- Responsible for coming up with project timelines, shoot logistics, and overseeing production budget
- Clients include Razer, The Learning Lab, Microsoft, OCBC, Workforce Singapore, McDonald's

Big 3 Media, Assistant Producer (Internship)

MAY 2019 - JUL 2019 & MAY 2018 - JUL 2018

- Responsible for production timelines, casting, projected expenditures, shoot logistics, planning post-production schedule
- Clients include: LinkedIn, Canon, People's Association, Go Ahead Singapore, Workforce Singapore

Scripps Networks Interactive, Digital Marketing Copywriter

SEPT 2015 - JUNE 2016

- Copywriting, Planning and Scheduling Facebook & Instagram Posts for Food Network Asia, HGTV & Travel Channel Asia

EDUCATION

- Nanyang Technological University, Bachelor in Fine Arts (Digital Filmmaking)
AUG 2016 - MAY 2020
- Singapore Polytechnic, Diploma in Creative Writing for Television and New Media & Diploma + Certificate in Digital Filmmaking
MAY 2013 - JUN 2016