

Curriculum Vitae

Personal Details

Name: Kong Siew Ting

State: Sarawak

City: Miri

Age: 22

Contact Number: +6010 7663617

Gender: Female

Email: lycyting98@gmail.com

Nationality: Malaysian

Social Media:

- Facebook : Lcy Ting
- Instagram : lcytying_17
- Twitter : SiewTing17

Profile Summary

Dedicated to video editor as I have done with several video projects during my study in university as well as my internship. Some technical skills should be acquired as being as a video editor which I have intermediated with such as Adobe Premiere Pro, Adobe Photoshop, Final Cut Pro. Meanwhile, I am learning the other skills such as Adobe After Effect, Illustrator and more software. Therefore, I am passionate in learning more new knowledge, skills and experiences as a video editor as well as applying the knowledge and skills I have learnt for this position.

Education

Secondary School: SMK Merbau (2011-2015)

University: Curtin University Malaysia

- Foundation in Commerce: 2016- 2017
- Bachelor in Degree of Mass Communication and Public Relations: 2017 July – 2020 June

Work Experience

2016 January to May

- Computer Teacher at SJK Chung Hua Pujut
 - Teaching pupils with computer knowledge and skills
 - Learning on repairing computers

2017:

- Part-Time Promoter for Bee Cheng Hiang (BCH)
 - Promoting and increasing the sales of BCH's products
 - Working at Bintang Megamall, Miri Sarawak
 - Working about two months before Chinese New Year
- Part-Time Job as Nestle Promoter
 - Promoting and selling the products such as Nestum, Nescafe and Milo
 - Working at shopping malls, Miri Sarawak

2018 End of December

- Part-Time Promoter for Borneo Company
 - Promoting and selling the school uniforms (primary and secondary)
 - Working at Everwin Taman Tunku, Miri Sarawak

2019 December – 2020 January

- PR internship in Pustaka Negeri Sarawak, Miri (The Sarawak State of Library in Miri)
 - Conducted with transmedia storytelling project
 - Designs posters and infographic
 - News article clipping for media monitoring
 - Recommending PR strategy for library in increasing their awareness and overcoming the issues
 - Writing press releases
 - Videos Editing

Language Proficiency

Spoken: English, Chinese and Malay

Written: English and Chinese

Skills

Computer Skills – Microsoft Words, Excels, PowerPoint etc.

Editing Skills – Adobe photoshop, Adobe Premiere Pro, Final Cut Pro (Apple) etc.

PR Skills – Writing media releases, media clippings, creating social media posts, drafting media contact lists etc.

Online Portfolio

<https://700020929.wixsite.com/siewting>

Projects done

A Transmedia Storytelling Project

The project is conducted while interning in Pustaka Negeri Sarawak, Miri. The project is to help the library in producing short videos of introducing the services offered by the library and providing the instructions of utilizing these services through online. During the video production, I have become as a video editor as I used to be in the production. The videos can be viewed with the link here:

<https://www.youtube.com/playlist?list=PLz5GPKFU18R4EeByNAX7rom4XgagUAdW0>

A PR Strategy Proposal

A proposal has been done for the library with the main objective of increase the library's awareness in Miri with the strategy we have recommended which is collaborating with social influencers. The social influencer is a great approach for the library in introducing their library and services and increasing the awareness on the social media.

Poster and Infographic Designs

During the internship, I have done with several infographic and poster designs for the library regarding to the renting facilities, Aedes awareness and E-booking service. Some designs on corporate gifts are done as well for the library in giving their clients for the year.

A Planning and Evaluating PR Project

It is a project for a client, JomTani, in my unit's assessment. It is a great opportunity on working for a client by evaluating their current issues and planning communication strategic for them in order to reach out to their target audiences and enhance their brand's presence.

Videos Filming and Editing

I have also done with other projects such as filming short videos, music videos and more during my study in Curtin University.

- **Music Video**

<https://www.youtube.com/watch?v=vM-OHtOOwOU&list=UUmecLaVRJjBjnF7uSTHYWMw&index=9>

- **Short Videos (Including Social Awareness, Branding)**

Love Shouldn't Hurt

<https://www.youtube.com/watch?v=pw9vDbHR8N8&list=UUmecLaVRJjBjnF7uSTHYWMw&index=10>

Love Life – Child

<https://www.youtube.com/watch?v=K2n7Vui7okc&list=UUmecLaVRJjBjnF7uSTHYWMw&index=7>

Transmedia Project (Assessment)

<https://www.youtube.com/channel/UCjOeydNq55JOjTUw80KnRWA/videos>

Southcare

https://www.youtube.com/watch?v=rLFx_j9vldw&list=UUmecLaVRJjBjnF7uSTHYWMw&index=8