

FARAH BINTE BASIRRUDIN



Hi I am Farah Binte Basirrudin!



EXPERIENCE

Marketing Head | Beats Encore

2024 – 2025

Designed, implemented, and lead social media campaigns for Beats Encore with CCA Fiesta 2025 being most notable for garnering 1000+ total impressions through the campaign

Student Volunteer | Ren Ci Nursing Home @ Ang Mo Kio

2023

Represented Republic Polytechnic as a Service Learning student volunteer, organising and leading befriending sessions that increased resident participation and social interaction.

Lead Designer | Sembawang Secondary School

2022

Conceptualize, designed and developed an interactive learning workbook with 5+ activities to support children's learning and engagement for Sembawang Family Service Centre as part of Values-In-Action project



EDUCATION

GCE N(A)-Level

January 2019 – September 2022

- Sembawang Secondary School
- Net EMB3 - 12

Poly Foundation Programme RP

April 2023 – April 2024

- PFP@Republic Polytechnic

Diploma in Media Production and Design

April 2023 – Present

- Currently pursuing in Republic Polytechnic
- GPA: 3.19



ABOUT ME

I am a current Year 2 student from Republic Polytechnic studying the Diploma in Media Production and Design. I'm a passionate, diligent and collaborative person who is interested in Marketing and content creation. I'm a strong creative, with organisational and technical skills supported by volunteer experience in community and youth engagement.



SOFTWARE SKILLS



+65 94673329



farahbasirrudin@gmail.com



<https://farahbasirrudin.journoportfolio.com>





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INTERESTS

- Photography and Videography
- Graphic Design
- Percussion Music
- Content Creation



LANGUAGES

English

(Fluent)

Malay

(Native)



SKILLS

Soft skills

Leadership

- Holding positions in leading/overseeing/supervising other membership in Republic Polytechnic Beats Encore interest group
- In Sembawang Secondary School, as a trainer coach for lighting in Audio Visual Aids (AVA) Club

Adaptability

Demonstrated adaptability by taking on new roles during events, ensuring smooth operations under tight deadlines. I'm always open to feedback for any rooms of improvement!

Hard skills

Technical and Practical

- Developed proficiency in QLab for audio/video cue programming, including playlist arrangement and real-time lighting cue execution.
- Trained and mentored new lighting technicians in stage lighting systems during tenure in Sembawang Secondary's AVA Club.



ACHIEVEMENTS

- Served as Republic Polytechnic's Beats Encore Interest Group as AY25/26 Executive Committee Vice-President, Marketing Head, Admin
- Participated in a design competition called Live On Design Competition, applying creative problem-solving and visual storytelling
- Participated in #YouthAgainstScams (YAS) 2025 Video Competition
- Participated in DrugFreeSG Video Competition 2025: Are We Uninfluenced?