

# SYAHIRAH BINTI MD ASAN (莎琦拉)



## Profile

Media Production and Design student passionate about photography, video production, and content creation. Completed internship at Photoplay, supporting event coverage, video editing (DaVinci Resolve), and social media content. Experienced in live camera directing, vision mixing, and design tools like Canva and Adobe. Trilingual in English, Mandarin, and Malay. Keen to apply creative and technical skills in the media industry.

## Experience

### 2023 Blooms in Bliss, Floral Assistant

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2024

- Managed Xiao Hong Shu and Instagram by creating posts and reels, and wrote engaging Chinese and English captions to showcase floral designs and increase follower engagement.
- Assisted with daily flower care to maintain freshness, colour, and overall presentation for display and content creation.

2024

### Assistant Head of Marketing, Photo Republic (CCA)

- Designed and created promotional materials, including posters and social media content.
- Managed social media campaigns, increasing engagement and followers on Instagram and TikTok.
- Strategised marketing plans to promote events like IGNITE! Music Festival 2024 and Super24, ensuring high visibility and participation.

2024

### Live cam director & vision mixer, ignite!

#### music festival 2024


- Directed live camera operations, ensuring smooth transitions and engaging visuals.
- Coordinated with the production team to ensure seamless event execution.

2025

### Media Production & Content Intern (PHOTOPLAY) March - November

- Edited short-form content using DaVinci Resolve and Adobe Premiere Pro, including TikTok clips, event highlights, and brand reels.
- Supported on-site production, helping with camera work, event photography, and coordinating with the production team during shoots.
- Practiced key post-production skills such as colour correction, transitions, pacing, and audio syncing to create clean and polished content.
- Gained hands-on experience in both production and post-production, teamwork, and confidence in real client projects.

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 [Portfolio.com](http://Portfolio.com)

 Singapore

## Education

**SJK(C) Foon Yew 1, Malaysia**  
UPSR Certificate  
2010-2015

**SMK Sri Tebrau, Malaysia**  
SPM Certificate  
2016 - 2021

**Republic Polytechnic**  
Diploma Certificate  
2023 - Present

## Skill

- Event Photography
- Live Event Coverage
- Camera Operation & Basic Lighting Setup
- Video Editing (DaVinci Resolve / Adobe Premiere Pro)
- Colour Correction & Audio Syncing
- Adobe Photoshop
- Social Media Content Creation
- Content Planning
- Writing Chinese & English Captions
- Team Coordination
- Project & Time Management
- Assisting Producers on Set

## Language

Mandarin 

Malay 

English 