

TAN WEI YANG

CREATIVE DIRECTOR

I am a seasoned Creative Content Director with **15+ years** of experience in filmmaking, editing, and accounts management. Known for strong leadership and creativity, I excel in crafting compelling content, managing client relationships, and leading teams. A detail-oriented professional, I am passionate about staying ahead of trends in social media, marketing & emerging creative technologies.

EXPERIENCE

CREATIVE DIRECTOR

King Kong Media Production (*Film production founded by renowned Singaporean actor & comedian Mark Lee*)

2021 - Present

- Conceptualized & presented creative ideas & pitches to clients, crafted treatments, scripts & storyboards. Produced, directed, filmed & edited a diverse range of online content, including skits, short films, music videos, web series (game shows, talk shows, variety shows), TV commercials, trailers, livestream shows & 9:16 social reels for both branded & organic content. Including directing & choreographing VFX concepts & action sequences.
- Directed well-known talents & KOLs such as renowned getai singer & popular live streamer Wang Lei, renowned actor & comedian Mark Lee, renowned actor & comedian Henry Thia, actor-singer Marcus Chin, Jaspers Lai, Chiou Huey, Noah Yap, Xixi Lim, Chase Tan, Ben Logan & more.



FILM DIRECTOR

J Team Productions Pte Ltd (*Film production founded by Singaporean renowned TV personality & Film Director Jack Neo*)

2019 - 2021

- Conceptualized & presented creative ideas & pitches, crafted treatments, scripts & storyboards. Produced, directed, filmed & edited a diverse range of online content, including web series (game shows, food shows), TV commercials, livestream shows, skits, trailers, music videos, short films & 9:16 social reels for both branded & organic content. Including directing & choreographing VFX concepts & action sequences.
- Directed notable talents, including renowned Singaporean TV personality and film director Jack Neo, renowned getai singer and popular live streamer Wang Lei, renowned actor-comedian Mark Lee, Jaspers Lai, Lee Pei Fen, Noah Yap, Maxi Lim, Yang Guang Ke Le, among others. All projects were directly mentored, approved, and praised under the close supervision of Jack Neo, who served as my direct boss and mentor throughout my employment, providing invaluable guidance and support.



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SKILLS

- Creative & Content Directing
- Content Creation and Strategist
- Marketing & Brand Management
- Accounts Management
- Strong Communication & Client Pitch Presentation Skills
- Sales
- Creative Concept & Design Thinking
- Expert Video-Editing
- Scriptwriting
- Cinematography
- Producing
- Social Media Management

SOFTWARES

- Final Cut Pro
- Microsoft Office: Word, PowerPoint, Excel
- Adobe: Photoshop, Premiere Pro
- Davinci Resolve

LANGUAGE

Spoken & Written: English, Mandarin

EDUCATION

DIPLOMA IN MARKETING

Temasek Polytechnic (2013-2016)

HIGHER NITEC IN BUSINESS ADMINISTRATION

ITE College East (2010-2012)

NITEC IN RETAIL MANAGEMENT

ITE College East (2009-2010)

FREELANCE CONTENT DIRECTOR & ACCOUNTS MANAGER/SOCIAL MEDIA STRATEGIST

2016-Present

- Wrote, conceptualized, produced, directed, & edited a diverse range of client videos, including skits, TV commercials, corporate videos, docudramas, short films, music videos, event videos, interviews & wedding videos. Collaborated with local brands & agencies across various industries, such as MediaCorp, 360 Communications, Yours Sincerely Bakery, Singapore Fashion Runway, Old Shifu Charcoal Porridge, Lyrica, Noel Caleb, TenFeetTall & Orgayana, among others.
- Managed client accounts, overseeing project timelines, budgets, & deliverables, while ensuring client satisfaction & effective communication. Curated & managed social media content for clients, including scheduling posts, running ads, & providing brand management consultations. Led brainstorming sessions on branding direction & values, as well as event planning & strategy.



DIGITAL MARKETING

COURTS Singapore Pte Ltd (*Singapore's Largest Consumer Electronics & Furniture Retailer*)



2015-2016

- Assisted in conceptualizing, innovating, and coordinating creative strategies for digital marketing content, including e-commerce promotions, in-store campaigns, events, EDM blasts & weekly social media posts.
- Collaborated with design agencies to coordinate online promotional advertisements, ensuring alignment with brand goals for the company's website, EDMs & marketing collaterals (e.g., banners, posters, vouchers, tickets, flyers) for events & roadshows.
- Contributed to e-commerce email marketing campaigns by drafting engaging copy & conducting competitive price research, comparing offerings with key industry players (e.g., Harvey Norman, Lazada, Qoo10, Gain City).
- Also participated in training programs & various company initiatives.



MARKETING

J's Beauty International (*Luxury Beauty Salon*)



2011-2012

- Innovated, directed & collaborated on monthly salon promotions, print advertisements with design agencies, professional fashion photoshoots, as well as beauty and fashion events & roadshows. Authored magazine write-ups to support brand visibility & engagement.
- Directed, filmed & produced corporate videos for events & roadshows, including product demonstration shows, promotional activities & high-profile fashion shows such as Singapore Women's Fashion Week at The Shoppes at Marina Bay Sands.
- Designed & managed promotional marketing collaterals (e.g., posters, vouchers, tickets, flyers, invitation cards) for monthly salon promotions, evening parties & charity events.
- Discovered at the age of 18, I joined as a Freelance Marketing Coordinator while still pursuing my education, quickly gaining valuable hands-on experience in the industry.



SPECIAL ACHIEVEMENTS & QUALIFICATIONS

YEARS 2021-PRESENT (KING KONG MEDIA PRODUCTION)

- Wrote, produced, directed, and filmed the 6-episode online organic web series "Crazy Palace / 言喜攻略", managing a production crew of 30+, and achieving a total viewership of over 850k on Facebook & YouTube.
- Wrote, produced, directed, and filmed a large scale cinematic anti-drug commercial short film for the Ministry of Home Affairs, featuring actor Noah Yap, with a production crew of 30+, garnering 700k views on Facebook.
- Wrote, produced, directed, filmed, and edited a series of short commercials for eye lens solution brand Santen, targeting 4 regional markets: Singapore, Malaysia, Vietnam, & The Philippines.
- Wrote, conceptualized, produced, directed, and edited a large-scale Chinese New Year music video, featuring KKMP artists Mark Lee, Henry Thia, Marcus Chin, Jaspers Lai, Chiou Huey, & Chase Tan, with a production crew of over 50.
- Took a senior role in mentoring Communications & Information Minister Josephine Teo on film directing during her visit to King Kong Media Production.
- Completed 70 projects and 100 videos over 4 years at King Kong Media Production, contributing in creative writing, directing, producing, cinematography, and editing for numerous government clients (e.g., MDDI(formerly known as "MCI"), NEA, LTA, NYC, SkillsFuture, NTUC, SFA, MHA) and corporate clients (e.g., UOB, SGCarChoice, Essilor, Santen).

YEARS 2019-2021 (J TEAM PRODUCTION)

- Conceptualized, produced, directed, filmed, & edited an original music video featuring renowned getai singer & livestreamer Wang Lei's 卖鱼哥 (Mai Yu Ge) character. The video went viral, garnering over 5 million views across Facebook & YouTube, and was featured on major news platforms in Taiwan, Malaysia, & China.
- Independently wrote, conceptualized, produced, directed, & edited 15 short commercials for the Getai livestream series for Singapore's Ministry of Digital Development & Information (formerly MCI) during the 3-month circuit breaker. The series amassed over 1 million views on Facebook & YouTube, with additional direction & operation of LED graphics for all episodes.
- Produced, directed, filmed, & edited a viral social reel campaign for Jack Neo's drag persona, Liang Xi Mei, addressing the Covid-19 spike in early 2020. The campaign achieved over 2 million views, viral sharing across WhatsApp, & was recognized by the National Archives of Singapore as one of the pandemic's most influential videos.
- Wrote, conceptualized, produced, directed, filmed, & edited a parody skit of Ip Man 4: The Finale, starring Noah Yap for Chinese New Year. The skit garnered over 500k views on Facebook. Also contributed to fight choreography for action scenes.
- Produced, conceptualized, directed, & edited a 4-episode online food web series, Sibe Yummy / 东南西北好吃, for AMM, generating 650k views on Facebook & YouTube, leading to the development of a second season.
- Produced, edited, and operated LED graphics for the 2.5-hour concert Yesterday Once More 《那些年 那些歌》 at Suntec City Convention Centre, attended by 6,000 people and organized by J Team Productions & King Kong Media Production.
- Managed & mentored film student interns, while supervising a crew of up to 30 on set.



YEARS 2019

- Won the champion award at a 48-hour Filmmaking Competition organized by renowned TV personality & Film Director Jack Neo and Learnpod Pte Ltd, securing "Best Picture" and "Best Cinematography" awards for scripting, producing, directing, filming, and editing a family drama short film within 48 hours.
- Discovered by Judge & Director Jack Neo, I was offered on-set editing exposure at his movie production, *The Diam Diam Era*. This led to a full-time Director role and direct mentorship at his company, J Team Productions Pte Ltd.



YEARS 2017-2018

- Wrote, conceptualized, produced, directed, and edited a diverse range of client videos as a freelance content director, including skits, TV commercials, wedding films, event videos, and corporate video.
- Shortlisted by Singapore's leading modeling agency, Basic Models, to perform as a runway model in a prestigious fashion show for designers PMITH & Boys of Bangkok.



YEARS 2015-2016

- Featured in an SPH-published magazine article sharing my life story, skills, and experiences in entrepreneurship, education, marketing, and corporate video production, aimed at inspiring O-level graduates entering Polytechnics in Singapore.
- Shortlisted as a student candidate to present a creative marketing campaign proposal to DBS Bank.
- Engaged as a student guest speaker, interacting with Singaporean politicians Ms. Indranee Rajah and Ms. Josephine Teo during auditorium theatre events, discussing social topics related to education and career development in Singapore.

YEARS 2014

- Delivered a guest speaker presentation to an entire student cohort in the Temasek Polytechnic Diploma in Marketing course, sharing my life story, skills, and experiences in entrepreneurship, marketing, and video production, followed by a Q&A session with the audience in the main auditorium.
- Shortlisted as a student candidate to present a marketing campaign proposal to NETS Singapore, a leading electronic payment service provider.



YEAR 2012

- Organized, coordinated, and marketed a private fashion charity event for luxury beauty salon J's Beauty International, Singapore Children's Society, and European fashion brand Springfield Man & Woman, with the support of over 50 volunteers and 200 attendees.
- Achieved an academic distinction in the Principles of Marketing modules and was one of the top 5% performing students at ITE College East to progress to Temasek Polytechnic.



YEAR 2011

- Delivered a stage presentation of my marketing campaign proposal to directors of Singapore's leading beauty companies - L'Oreal Singapore, J's Beauty International, and Shu Uemura - during an auditorium event as a finalist in a 3-month marketing campaign program.



YEAR 2010

- Presented my marketing campaign proposal to the CEO and directors of SMRT Corporation during an auditorium event as a finalist in a 5-month marketing campaign competition.

YEAR 2009

- Awarded a Certificate of Merit for Outstanding Academic Performance in Retail Management.
- Achieved a 4.0 GPA in Retail Management, excelling in courses such as Customer Service, Communications, Selling Skills, and Retail Operations.

