

# Digital Content Creation & Management

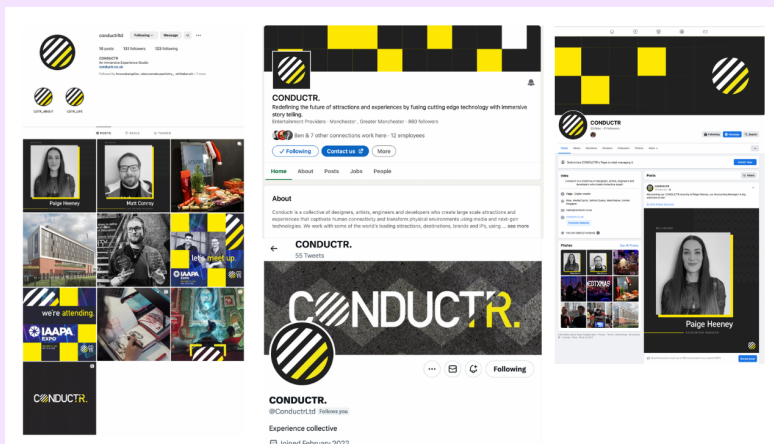
<b>Years of Experience</b>	5
<b>Skills</b>	<ul style="list-style-type: none"><li>● <b>Digital Marketing For Business</b> (certificated with UK skills)</li><li>● Media Production: Videography, Photography, Creative Writing (Blogging &amp; Article Writing), Illustration &amp; Graphic Design</li><li>● Video-editing: Final Cut Pro &amp; iMovie</li><li>● Photo-editing: Canva, Lightroom &amp; VOCO</li><li>● Website project development: Wordpress</li><li>● Microsoft Applications</li><li>● Project Management</li><li>● Project Planning</li><li>● Creative Directing</li></ul>
<b>Related Working Experience</b>	<ul style="list-style-type: none"><li>● CONDUCTR. LTD - Administrative &amp; Production Assistant</li><li>● THREE LEFT FEET - Audio/Visual Assistant</li><li>● LANCASTER UNIVERSITY - FASS Digital Content Ambassador &amp; Digital Content Ambassador</li><li>● LUTG (Lancaster University Theatre Group) - Assistant Producer</li><li>● HKLCC SCHOOL OF CREATIVITY - English Teacher (creating promotional videos for the English department)</li></ul>
<b>Qualification</b>	<ul style="list-style-type: none"><li>● Digital Marketing for Business (UK Skills Academy)</li></ul>

# Digital Content Management

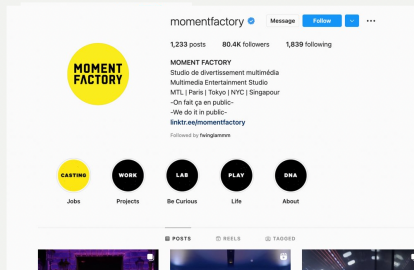
As an Administrative & Production Assistant at CONDUCTR. LTD:

## Related Duties:

- Manage social media platforms (including Instagram, LinkedIn, Facebook page & Twitter page)
- Come up with a social media marketing strategy plan
- Develop social media content calendar & marketing plans for events
- Create social media content
- Compose press releases
- Provide administrative support for Directors, Project Managers, Producers and Senior Team
- Support with email and telephone communications, including screening and responses
- Helping to organise events, marketing campaigns and team social events
- Assisting with the management of our studio and workshop facilities
- Logging, creating and updating project deliverable tasks via the centralised project management systems
- Support in the logistics, organisation, and operations of project production, including but not limited to:
  - Media Production
  - Live Action Shoots
  - Casting
  - Creative Development
  - Client Communications
  - Technical Design Development
- Proofing reading design and creative documentation
- Checking amends/comments received are completed and re-proof to the clients for sign off



Referenced to  
the Instagram  
of **Moment  
Factory,**  
**Teamlab**  
& **wearepixelart**




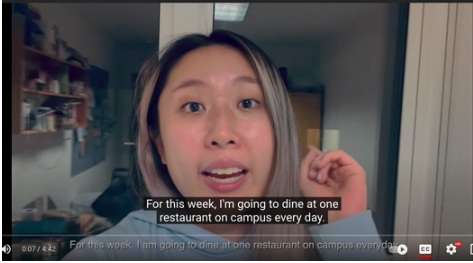








# Media Production (Portfolio)

## Videography

### As a Digital Content Ambassador at Lancaster University:

 <p><b>Link:</b> <a href="https://youtu.be/k677jDHpiLU">https://youtu.be/k677jDHpiLU</a></p>	<p><b>Title: 7 days of Dining on Campus</b></p> <p>A promotional video made for Chinese New Year to promote the diverse food options around Lancaster University</p>	
 <p><b>Link:</b> <a href="https://youtu.be/9DCXkcr_f7g">https://youtu.be/9DCXkcr_f7g</a></p>	<p><b>Title: A Chinese New Year Banquet</b></p> <p>A promotional video made for Chinese New Year as a Digital Content Ambassador at Lancaster University to promote the many Chinese food options around Lancaster</p>	
 <p><b>Link:</b> <a href="https://www.youtube.com/watch?v=eOtisQmt1z4">https://www.youtube.com/watch?v=eOtisQmt1z4</a></p>	<p><b>Title: My Experience of MA Creative Writing</b></p> <p>A promotional video made for Chinese New Year as a FASS Digital Content Ambassador at Lancaster University to promote the MA in Creative Writing</p>	

## As an English teacher at HKICC School of Creativity:

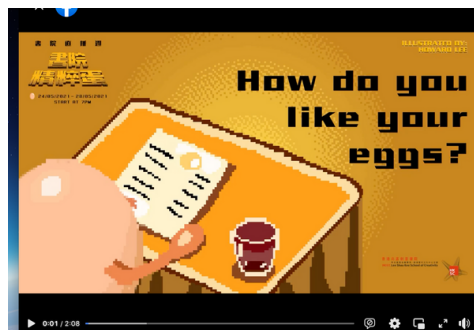


### Link:

<https://www.facebook.com/hkicchksc/videos/801575867162470>

### Title: How do you like your eggs?

- A promotional video made for the English department
- Working with the school's designer to create a promotion video for the department
- Storyboarding and writing the script for the video
- Assisting in the production process e.g. the video shooting day and the creative direction



## As an Audio/Visual Assistant at Three Left Feet:



### Theatre Production: Twelfth Nights

- Create videos of the behind-the-scenes of the production



## As a Self-motivated Digital Content Creator:

### YOUTUBE VIDEOS



Link:

<https://youtu.be/jYC6D29F-0c>

#### **Title: Life of a MA Creative Writing Student**

Sharing my experience as a MA Creative Writing Student at Lancaster University



Link:

<https://youtu.be/H9bCUoo9pmA>

#### **Title: MELBOURNE-the City of Coffee**

A video sharing my journey of exploring cafes and anything relating to the making of coffee in Melbourne



Link:

<https://youtu.be/oosifqWnq3M>

#### **Sample vlog - MA WAN VLOG 2021**

Sharing my journey around a small island in Hong Kong

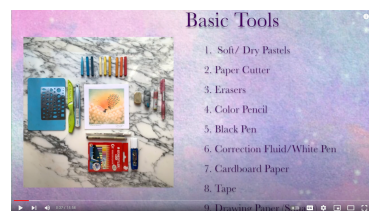


Link:

<https://youtu.be/J2X7rhOMZ-E>

#### **Sample drawing tutorials- Draw with me series**

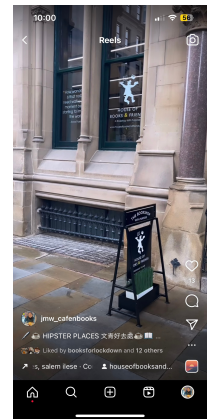
A drawing tutorial for any art beginners and aims to spread a message to my viewers about what a good relationship is through this drawing I created





**SAMPLE - Life Style Sharing Videos**

Sharing about a new bookstore opening in Manchester



**Sample Home-made Recipe Sharing Videos:  
Korean Styled Mac & Cheese**

Sharing a home-made recipe





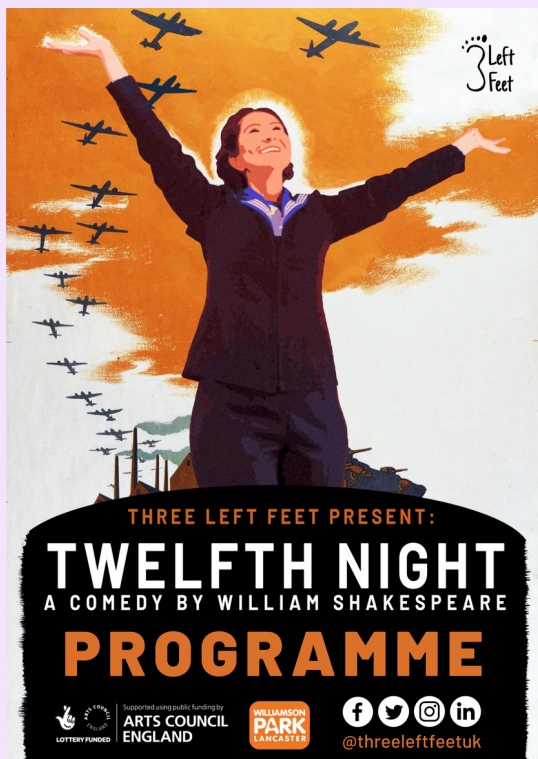
As an Audio/Visual Assistant at Three Left Feet:



Poster For Theatre Production:

A Fisherman's tale

Designed the main graphic and the layout of poster for Three Left Feet's Theatre Production: A Fisherman's Tale based on specific brand colours and themes relating to being environmentally friendly



Programme Design for Theatre Production:

Twelfth Nights

- Sample from the pitching document:

THE CAST PAGE:

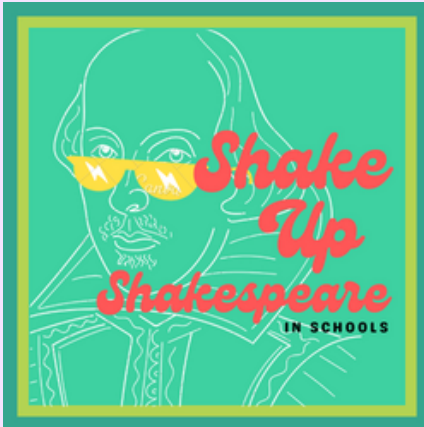
In terms of colours



(Option 1: colour)



(Option 2: greyscale)



### Proposed Design For Course:

#### Shake-up Shakespeare in Schools

- Designed the main graphic for Three Left Feet's Theatre workshops in schools
- Proposed designs based on the specific theme and brand colours provide.

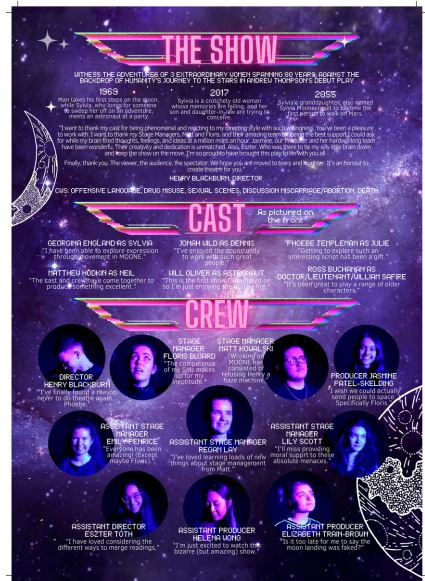


As an Assistant Producer at LUGT:



Programme Design for the theatre production: In Event of Moone Disaster

- Assisted in photoshoot & design of the programme

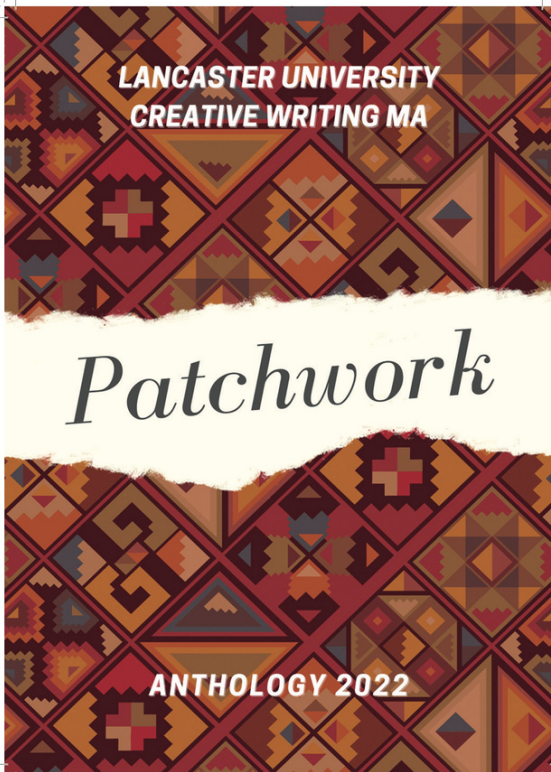


Social Media Promotional Post for the theatre production: In Event of Moone Disaster



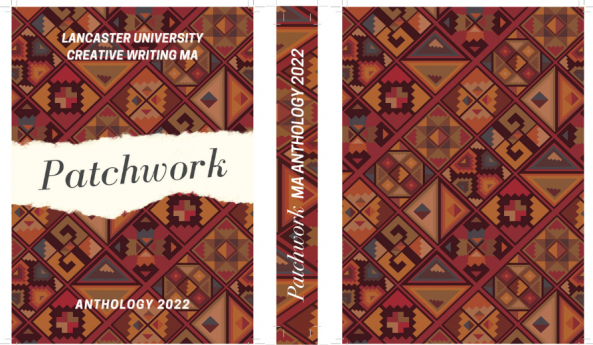


## As a Book-cover Designer:



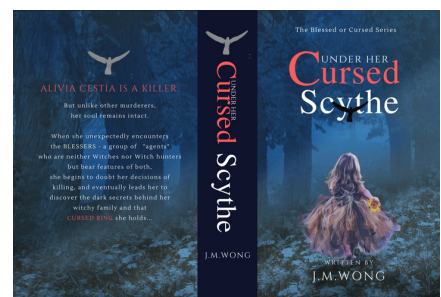
**Book Title: Patchwork (Lancaster University creative writing MA ANTHOLOGY 2022)**

- Book cover design for the anthology
- Design for printing



**Book Title: Under Her Cursed Scythe**

Book cover designs for different versions of the book, including the paperback version and the Ebook version.









## As an Audio/Visual Assistant at Three Left Feet:



### Event: Dino Day Tour

Took photos for their social media platforms



### Theatre Production: Twelfth Nights

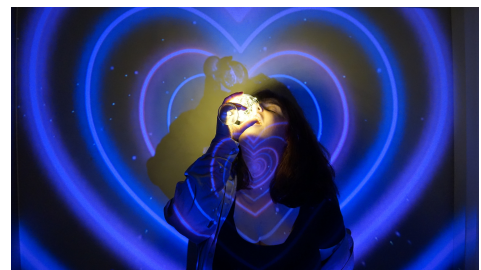
Took photos for their social media platforms





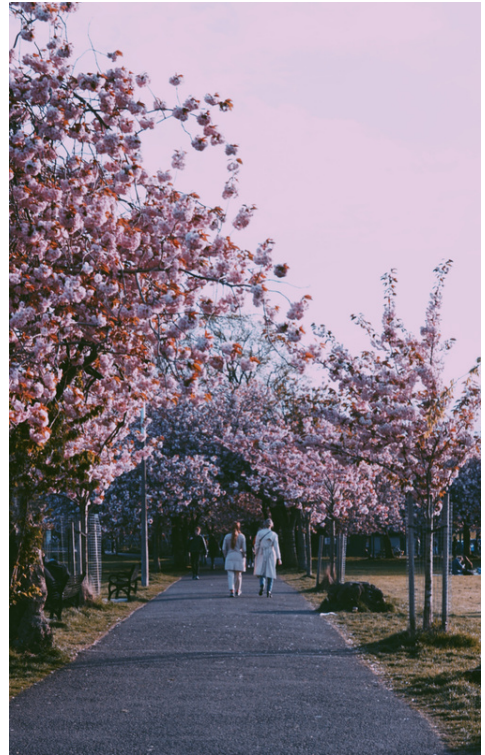
## As a Self-motivated Digital Content Creator:

Camera Used: Sony A6000





Camera Used: FujiFilm XT30





**Sample**

**Social Media Strategy Plan**



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# Social Media Strategy

*Helena's proposal*



Referenced to  
the Instagram  
of **Moment  
Factory**,  
Teamlab  
& wearepixelart  
works etc.

The image shows the Instagram profile for 'momentfactory'. The profile picture is a yellow circle with the text 'MOMENT FACTORY' in black. The bio includes the name 'MOMENT FACTORY', the description 'Studio de divertissement multimédia Multimedia Entertainment Studio', and locations 'MTL | Paris | Tokyo | NYC | Singapour'. It also features the tagline '-On fait ça en public- -We do it in public-' and a link to 'linktr.ee/momentfactory'. The page shows 1,233 posts, 80.4K followers, and 1,839 following. Below the bio are five category buttons: 'CASTING' (Jobs), 'WORK' (Projects), 'LAB' (Be Curious), 'PLAY' (Life), and 'DNA' (About). The main content area shows a grid of posts, with the first three visible: a night scene of a building, a futuristic hallway with arches, and a person in a dark space with light trails.

momentfactory  Message Follow ⌵ ⋮


1,233 posts   80.4K followers   1,839 following

**MOMENT FACTORY**  
Studio de divertissement multimédia  
Multimedia Entertainment Studio  
MTL | Paris | Tokyo | NYC | Singapour  
-On fait ça en public-  
-We do it in public-  
[linktr.ee/momentfactory](https://linktr.ee/momentfactory)  
Followed by fwinglamm

**CASTING**   **WORK**   **LAB**   **PLAY**   **DNA**

Jobs   Projects   Be Curious   Life   About

**POSTS**   **REELS**   **TAGGED**





momentfactory

Message

Follow



1,233 posts   80.4K followers   1,839 following

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Followed by fwinglamm



Jobs



Projects



Be Curious



Life

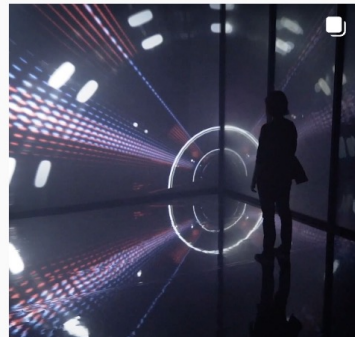


About

POSTS

REELS

TAGGED



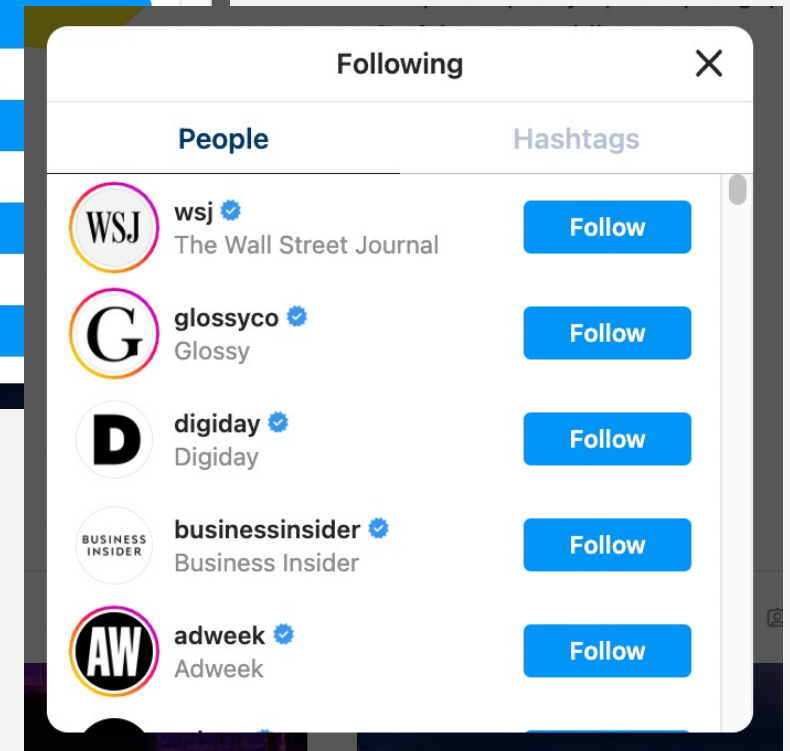
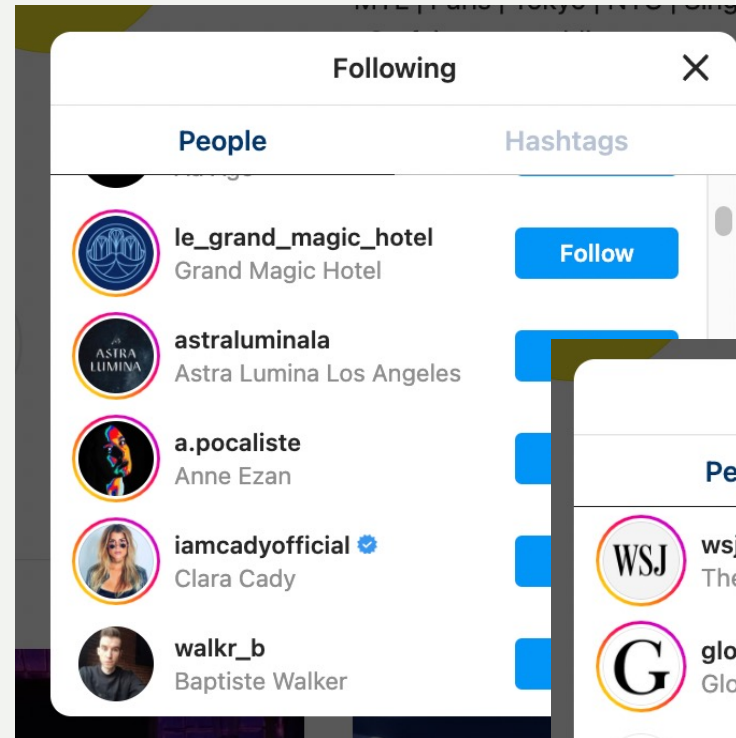
# Case Study:

# Moment Factory

# Following accounts

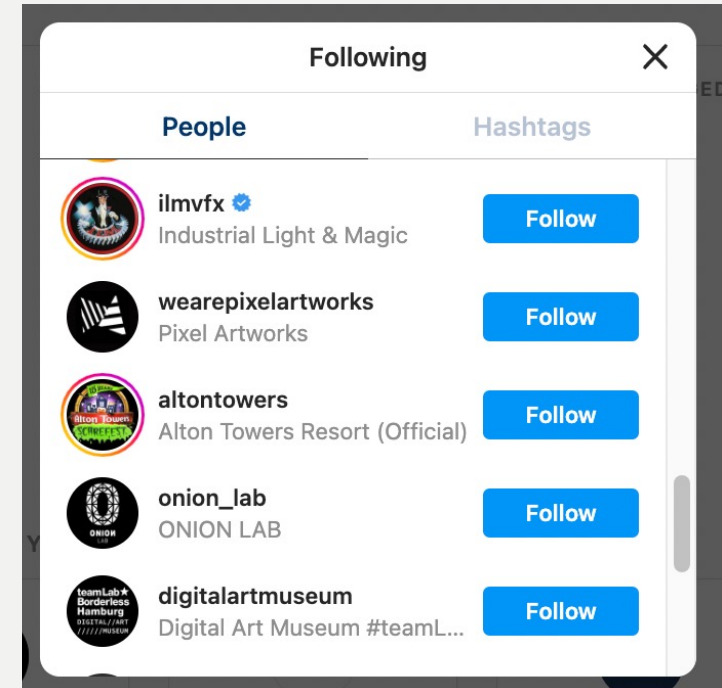
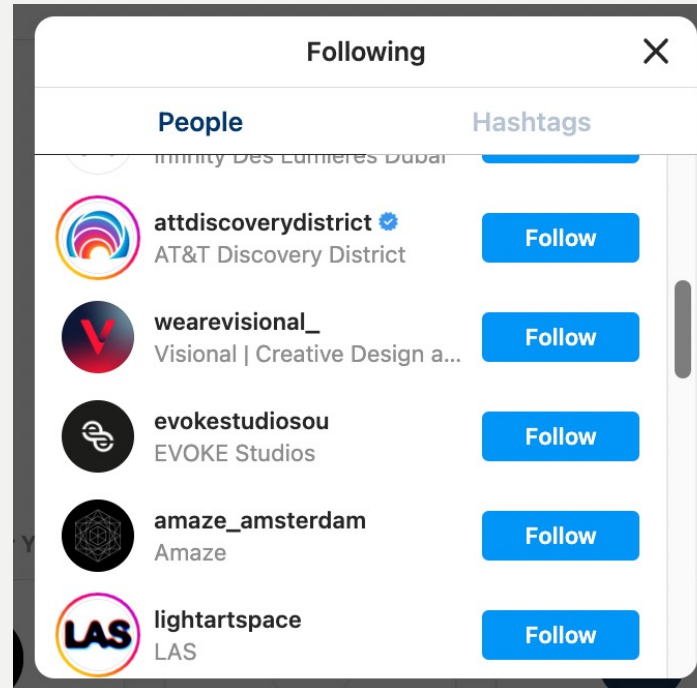
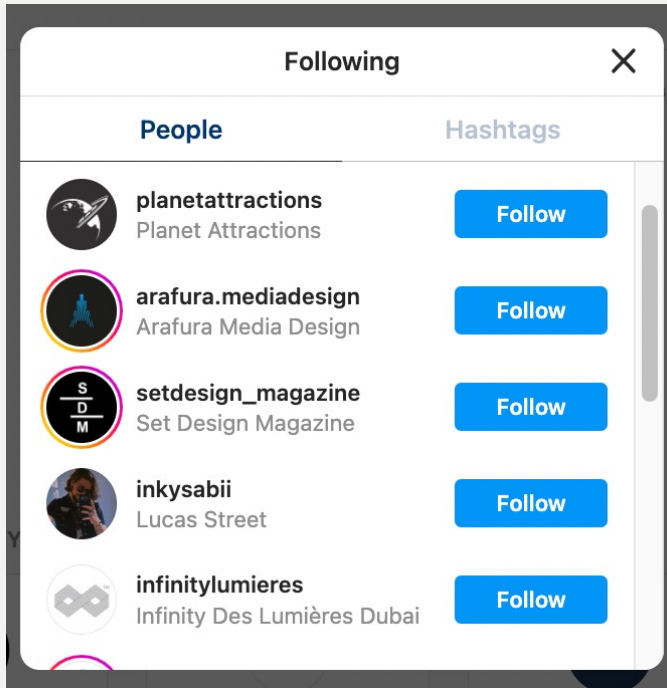
Following accounts that are:

1. Similar to what they do and related to the field they are focused on/ interested in
2. Their clients/companies they have partnered with
3. Anyone relating to the projects they worked on, e.g., the artists/freelancers they have worked with before
4. Big corporations/ journals
5. Potential people/companies they can work with



1,839 following

# Inspirations for our company Instagram:

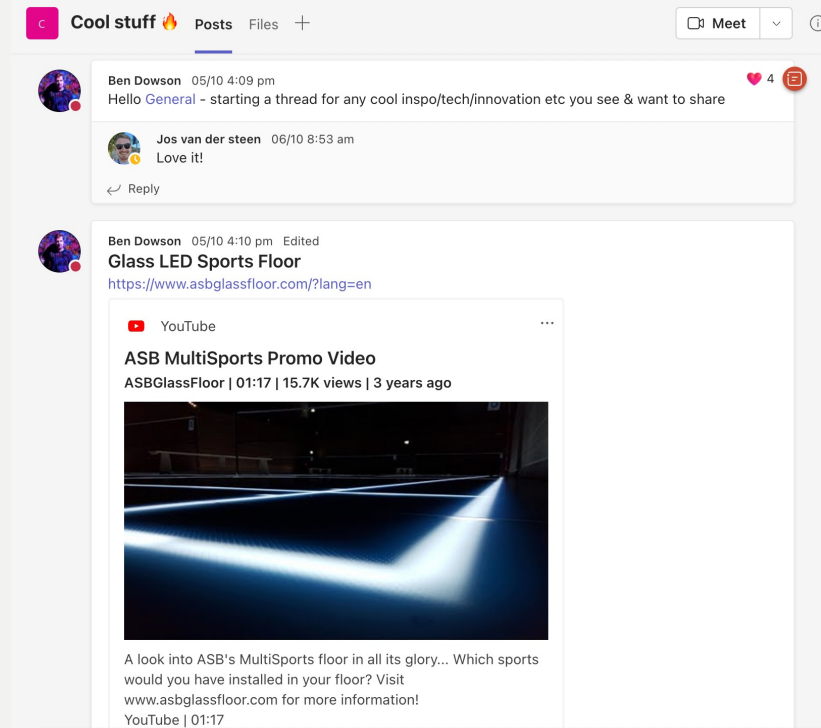




# What are needed to achieve this??

1. Share on the "Cool Stuff" thread the Instagram Account we are interested in
2. Can provide me any potential or current partnering company /client lists that I can follow
3. Created a new excel sheet similar to Ben's format for the team to fill in:

[Social Media \(resource database\)](#)



CONDUCTR.		PROMOTION & MEDIA DATABASE			20/10/2022		
VLOGGERS	STATS	FOLLOWERS OF NOTE	TYPE OF CONTENT	BASED	FOLLOWING	LIKING	ENGAGING
THEME PARK WORLDWIDE	321k Youtube 120k Tiktok 26.3k Twitter	TEA, InPark Mag, JRA, Falcons, Petersham Group, John Burton, Raven Sun Creative, Trittech, European Coaster Club, Zamperla, Worldbuildr	Serial park vlogger - UK, Disney, Europe & World. Based near Alton [home park]	Staffordshire, UK			
JACK SILKSTONE	28k Youtube 2k Tiktok 5.5k Twitter	Other vloggers & enthusiasts	Fantastic, enthusiastic, geek Thorpe Park [home park] Coasters & fright nights	Surrey, UK			
COASTER BOT	65.5k Youtube 2k Tiktok 6.1k Twitter	Other vloggers & enthusiasts	Street cred, approachable, lad Explaining theme parks & ride features, global theme park news, manufacturers, park vlogs	Midlands, UK			
DIGITAL DAN	18.5k Youtube 3.7k twitter	Other vloggers & enthusiasts	Mostly UK Merlin park vlogs & opinions & news	Midlands, UK			
PARK SPILL	2.8k Youtube 2k Tiktok 2.5k Twitter	Planet Attractions, ExperienceUK, Chris Lange, Dynamic Attractions, Holovis, Simworx, Katapult, InPark,	Vlogs from theme parks, attractions & scare mazes	UK			

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# Posting on IG Stories/Feed & Creating Highlights

The types of Highlights they have created:



Jobs



Projects



Be Curious



Life



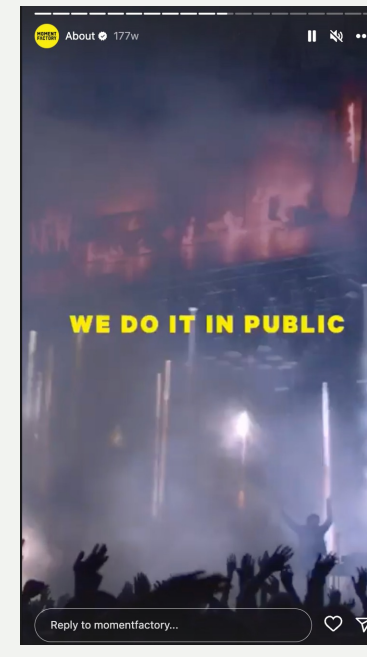
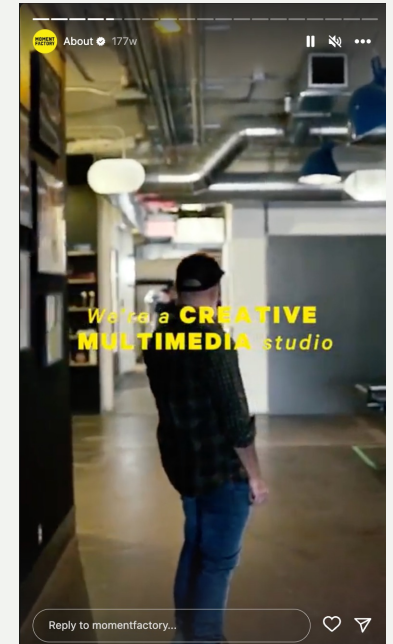
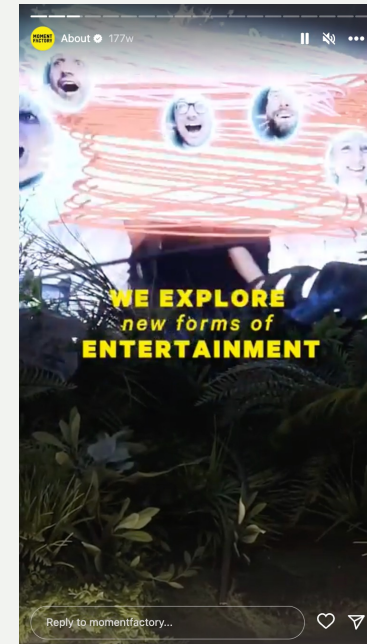
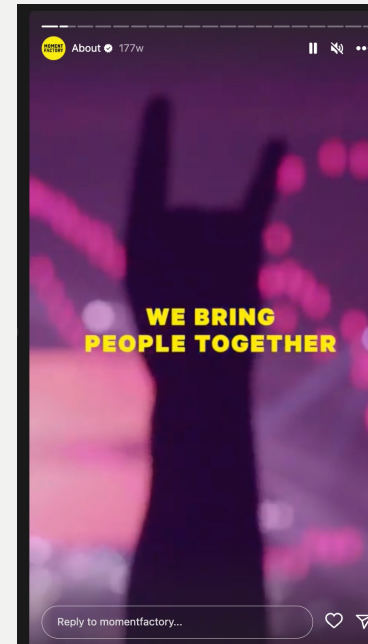
About



# About

Includes:

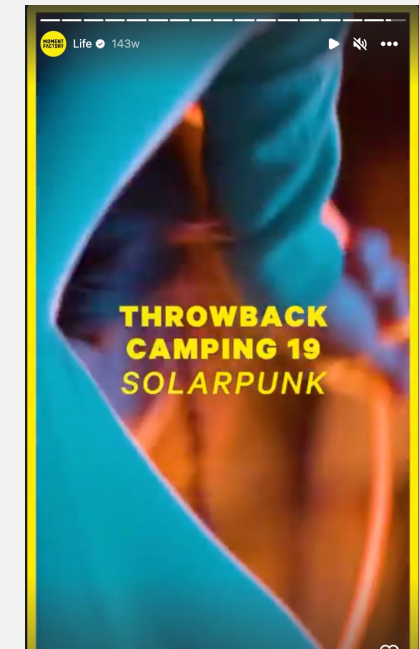
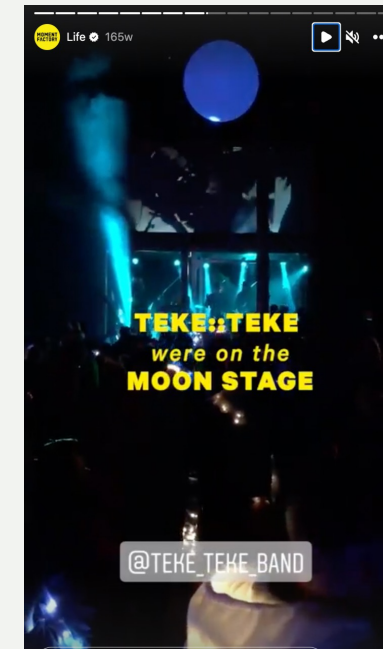
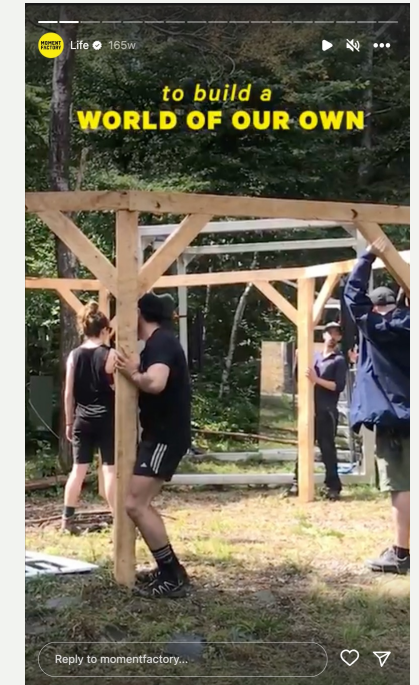
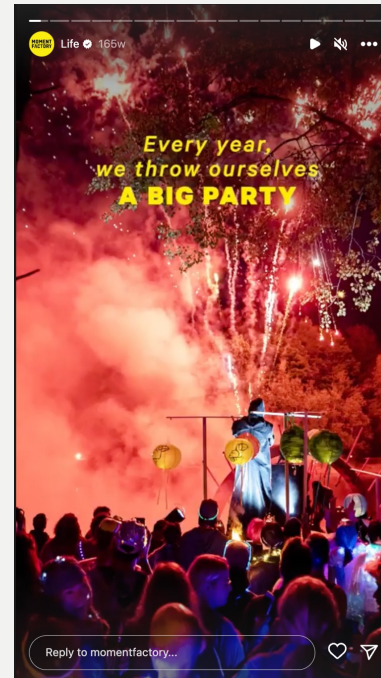
1. Clips that show the company's values
2. Clips that show what the company specializes in
3. Clips that show the special features of this company
4. Clips that show their working culture
5. Clips that show their creative process
6. Clips that show where they are based



# Life

Includes:

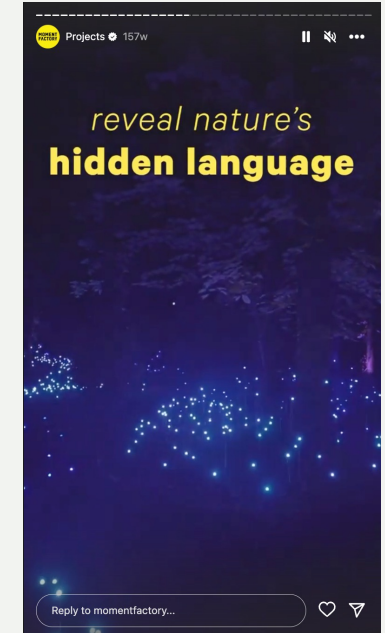
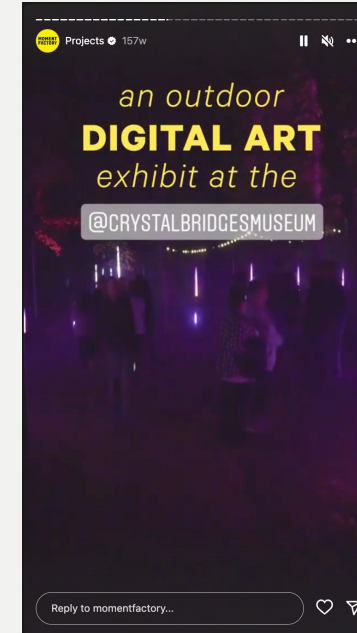
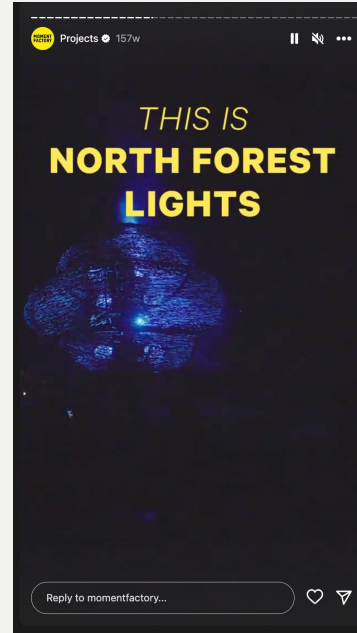
1. Clips of the fun events happening outside of work:
2. Teambuilding day
3. Family day
4. Concerts / Artistic events are not job related





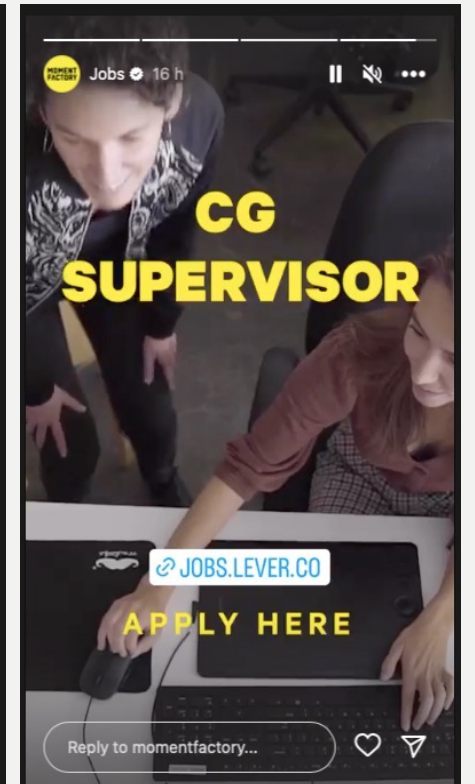
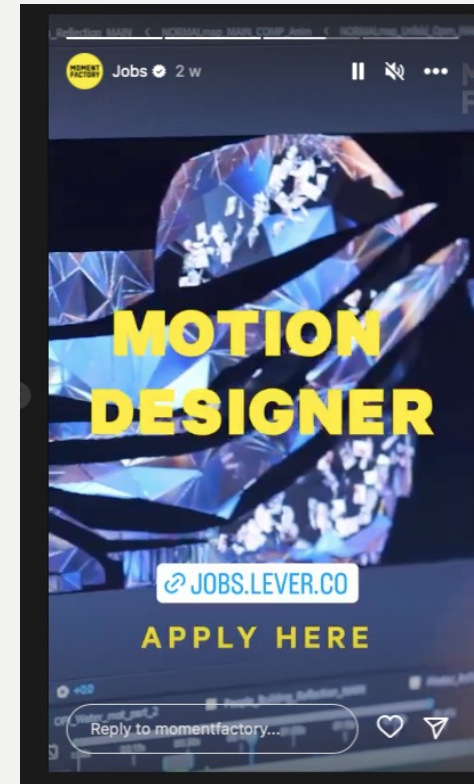
# Projects

1. The company they worked with
2. A brief intro to the background of the project
3. The technology/skills they used in these projects
4. Reasons behind these technology/skills used for this project



# Jobs

Includes current job openings/  
casting for projects



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# Something that makes us different from Moment Factory

**Ben's suggestion:**

Introducing our company/team → **Do you know...?**

(Facts-related Stories that promote the team and the company)

Example 1:

Do you know that our technical director Tim Brown worked with...?

Example 2:

Do you know that our company has worked with companies like

Disney...?

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# Something that makes us different from Moment Factory

1. **IG Story Takeover** at events e.g. IAAPA / Lucas take over the company's IG and showing us a day in his work life
2. Reposting on IG stories of works we are fascinated with
3. Reposting on IG stories of **personal works from people on our own team**
4. Liking and commenting on other companies/artists' Instagram



# Current resources we have

What I need:







1. Need to identify which resources can be released and which cannot be at the moment.
2. Need Bruno's help to re-edit some of the resources e.g. turning landscapes back into portraits for IG stories
3. A set of frames, or set designs that allows me to edit videos/pictures on my own
4. Can reference to the things posted on LinkedIn
5. Need to update the headshots of CNDTR members
6. Need photos of the branded hoodies & the videos of the fireworks performed in Alton Towers

 Name ▾	Modified ▾	Modified By ▾
 1_MediapipePose	June 27	Bruno De Angelis
 2_HiringNianticLayoffs	July 1	Bruno De Angelis
 3_GrowthDemo	July 13	Bruno De Angelis

Arc Drive > Documents > Marketing > Social Media [Go to site ↗](#)

 Name ▾	Modified ▾	Modified By ▾	Description ▾
 Posts	June 27	Bruno De Angelis	

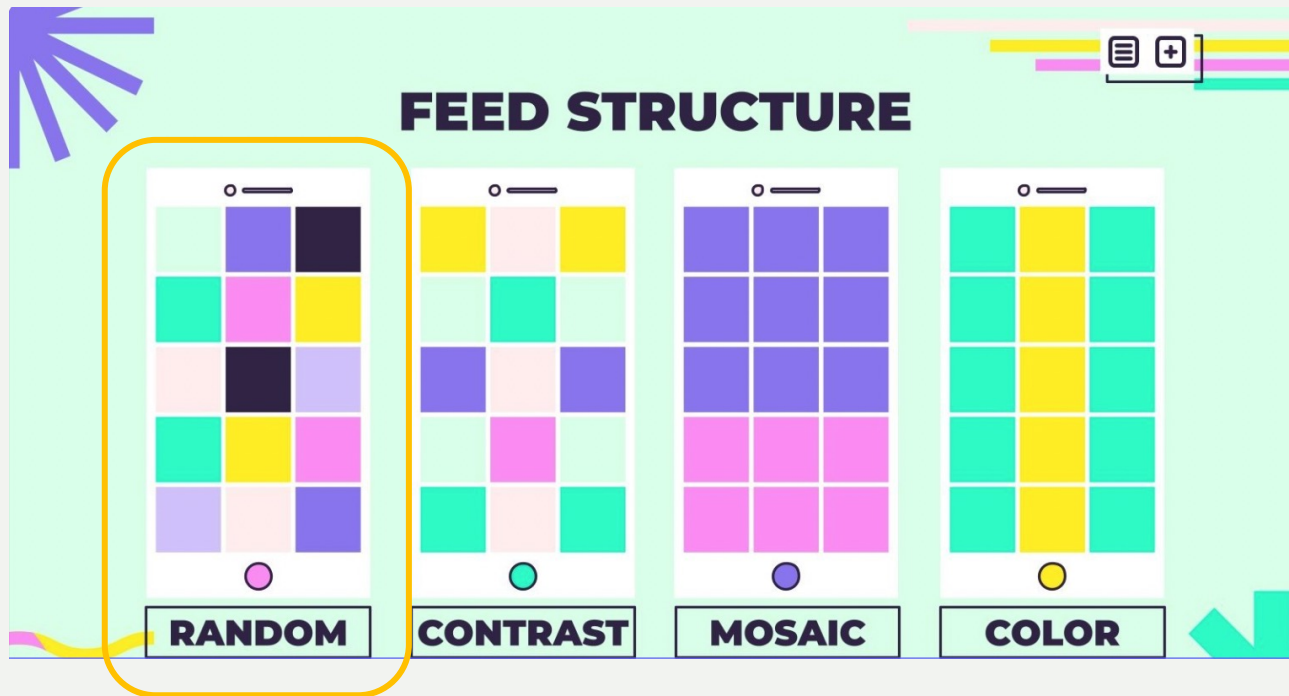
Arc Drive > Documents > Marketing > Videos [Go to site ↗](#)

 Name ▾	Modified ▾	Modified By ▾	Description ▾
 CONDUCTR. Ai	August 31	Emily Whittaker	
 Seb B Roll	September 8	Bruno De Angelis	
 BOXI_FHD_AUDIO.mp4	September 26	Peter Cliff	
 NDA_REEL_FINAL (2) (1).mp4	October 3	Peter Cliff	
 NDA_REEL_FINAL.mp4	September 28	Bruno De Angelis	



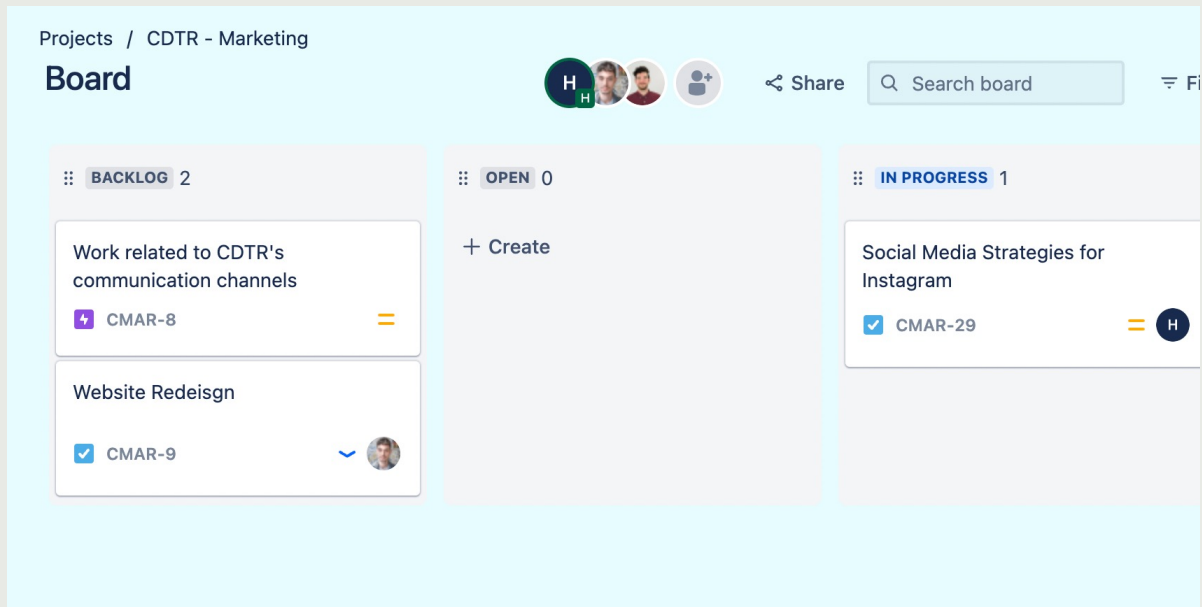
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# Posts that we can currently release to the public



- 
1. Video that introduces the company
  2. Our branded products – shots of us wearing them
  3. Job-hiring posts
  4. Expo announcement posts
  5. Event photos
  6. Introduce the people working here: Mini CV
    1. Their bio
    2. One of their proudest work
    3. One of their inspirations or muses for creation
  7. Christmas Party

# The proposed way of making this work for approving "About" & "Project" posts (ft. Jira)



1. Add Ben to the "CDTR Marketing" board too
2. I create a task with a specific theme:
  - a) Include inspired posts
  - b) Raw materials
  - c) Concept idea
  - d) Shooting Schedule
3. (In progress) I will come up with the captions for the posts and materials
4. (In progress) Bruno create materials based on these ideas or provide suggested posts
5. (In review) Ben/Peter/Jos will approve the posts
6. (Done) I will post the posts at certain point of time