

# PRISCILLA LEE

SOCIAL MEDIA MANAGER | WRITER | VIDEO EDITOR

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## ABOUT ME

An experienced and digital-savvy social media manager with strong writing, video production and editing skills. Passionate, curious and proactive with a genuine interest in all things travel, fashion and lifestyle. Currently seeking new opportunities with travel as well as ethical fashion brands! ✨

## SKILLS

- Social Media Management (TikTok, Instagram, Youtube, Telegram, Pinterest)
- Social Media Analytics
- SEO and WordPress
- Canva
- CapCut, InShot
- Media Monitoring
- Content and Copywriting
- Photography
- Videography
- Video Editing
- Adobe Creative Suite (Lightroom, Photoshop, Premiere Pro, InDesign)

## EDUCATION

**TEMASEK POLYTECHNIC, SINGAPORE**  
Diploma In Communications and Media Management

**HAI SING CATHOLIC SCHOOL, SINGAPORE**  
Secondary school diploma

## WORK EXPERIENCE

- AUG - FEB 2022** **STOYO GMBH (AVERIE)**  
**JUNIOR SOCIAL MEDIA MANAGER**
- Responsible for social media strategy, content creation and execution for a large fashion brand's social media platforms: Instagram (149K followers), TikTok and Pinterest
  - Created high quality and on-brand multimedia content by collaborating with Sourcing, Content and Design team
  - Content strategy and planning, including research of trends, competitors and markets, leading to increased followers and engagement rate
  - Community management to make sure that brand mission and values are communicated well
  - Monitor, track, analyze and report on performance of social media
- AUG - FEB 2022** **STACKED HOMES**  
**TIKTOK SOCIAL MEDIA SPECIALIST**
- Oversee content strategy and planning for TikTok channel
  - Producing and editing videos about real estate
  - Manage TikTok, including scheduling and publishing of posts & community management
  - Built the brand's presence on TikTok from the ground up (50k followers in under 3 months, total of 5 million views and counting)
- FEB - JULY 2021** **THE TRAVEL INTERN**  
**EDITORIAL CONTENT INTERN**
- Pitched and wrote articles on travel (listicles, itineraries, profile and sponsored pieces)
  - Hosted and starred in a Travel Series: 'Urban Explorers' that went on to air on Mediacorp (Singapore's largest TV channel)
  - Create multimedia content for social media and website
  - Generated creative marketing ideas for client pitches and company projects
- 2018 - 2019** **GRVTY MEDIA / MILLENNIALS OF SINGAPORE**  
**JUNIOR VIDEO EDITOR**
- Generated creative marketing ideas for client pitches
  - Produced, directed and edited videos about subcultures and interesting profiles for Millennials of Singapore, leading to millions of views on Facebook and YouTube
  - Shot and edited marketing videos for the agency's clients
    - Notable clients: DBS, Visa, Singapore Tourism Board
- APR - SEPT 2017** **ELLE SINGAPORE**  
**EDITORIAL INTERN**
- Producing, shooting & editing videos for ELLE's social media platforms: Instagram, YouTube.
  - Publish writings covering fashion, beauty and lifestyle on ELLE.sg and magazine
  - Assisting at fashion shoots