

Ow Yeong Xue Qi

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EXPERIENCE

Splash Productions

Aug 2025 - Present

Creative Content Producer

- Managed end-to-end production of 40+ video projects across 8+ government agencies and commercial brands, overseeing planning, execution, and post-production from concept to final delivery.
- Coordinated production logistics for 30+ talents and freelancers, managing sourcing, schedules, contracts, and on-set operations across multiple productions.
- Oversaw up to 5 concurrent productions, balancing client communications, production timelines, and resource allocation to ensure timely project delivery.
- Served as the primary liaison between clients and production teams, aligning creative direction, project timelines, and deliverables throughout the production process.
- Developed and pitched creative concepts and content ideas that aligned with campaign objectives and audience engagement strategies across digital platforms.
- Led post-production workflows by preparing paper edits, assembly cuts, and coordinating client feedback and revisions for talking-head and other video content.

Rice Media

Mar 2024 - May 2025

Producer & Production Assistant

- Produced 4 long-form documentaries, 5 short-form videos, and 7 social media cut-downs that collectively generated over 2M views across YouTube and Instagram.
- Managed production from story development through post-production, coordinating shoots, contributors, and production logistics for editorial and branded content.
- Operated camera for branded, editorial, native, and event productions, capturing footage for digital platforms.
- Captured and edited photography for editorial features, branded campaigns, and event coverage.
- Contributed story ideas and editorial concepts for video productions while developing social media copy.
- Co-wrote a published photo essay documenting Singapore's first HDB estate at Stirling Road through research, interviews, and editorial collaboration.

Virtue Worldwide

Aug 2023 - Dec 2023

Creative and Production Intern

- Conducted market research, consumer analysis, and competitor research to support brand strategy and live client pitches.
- Developed creative concepts, campaign decks, and presentation materials in collaboration with strategy and creative teams.
- Presented a 12-week integrated marketing campaign proposal to APAC leadership, agency directors, the India team, and internal management, translating consumer insights into strategic campaign recommendations.
- Collaborated on creative briefs and production plans, supporting campaign development from ideation through pre-production.
- Coordinated with external production houses to source partners, prepare production briefs, and support production workflows.

EDUCATION

- **Singapore University of Social Sciences**

Aug 2019 - May 2026

Bachelor of Science in Marketing with Minor (Screen Production)

- **Temasek Polytechnic**

May 2016 - May 2019

Diploma in Marketing

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PROJECTS AND ACHIEVEMENTS

The Mystery Box

- Creative Content Producer
 - Client: Certis SDB
 - Hashtag Asia Awards 2026 Finalist

Are Bomb Shelters Fit for Domestic Helpers to Call Home?

- Director and Producer
 - Organisation: RICE Media
 - 787K+ combined views

Living With Vaginismus: Thoughts on Pleasure and Intimacy in Singapore

- Director and Producer
 - Organisation: RICE Media
 - 198K+ combined views

Lessons From Stirling Road: What the Residents of Singapore's First HDB Flats Know About Contentment

- Co-author & Photographer
 - Organisation: RICE Media
 - Published editorial photo essay documenting Singapore's first HDB estate at Stirling Road.

ACTIVITIES

Care Community Service Society

2020 - 2021

Volunteer/Adhoc Graphic Designer

- Designed promotional materials and visual content to support community programmes, events, and outreach initiatives.

National Day Parade

2017, 2019

Performer

- Selected to perform in two National Day Parade celebrations, participating in large-scale rehearsals and live performances alongside multidisciplinary teams.

SKILLS

Skills: Photography, Videography, Brand & Campaign Strategy, Social Media Management, Content Creation, Visual Storytelling, Graphic & Presentation Design, Market Research

Tools: Microsoft Office, Google Workspace, Adobe Photoshop, Adobe Premiere Pro, Capture One, Adobe Lightroom, CapCut, Canva, Adobe Illustrator, Procreate

Language: English, Mandarin