

# COLETTE CHONG

## WORK EXPERIENCE

**Sterra Tech Pte. Ltd.** MAY 2024 - SEPT 2025  
Digital Content Curator

- Managed Sterra's digital marketing for the US market, including influencer/UGC collaborations, Meta ad campaigns, and social media presence on Facebook, Instagram and TikTok.
- Created and optimized a wide range of ad creatives (video edits, compilations, image ads, and scripts) while managing UGC sourcing, influencer partnerships, and social media content for the US market.
- Conducted market trend research, developed scripts and copy, and analyzed ad performance to refine creative angles and improve ROI.
- Ran Meta advertising campaigns and used analytics insights to refine creative angles, messaging, and targeting.

**Noise Studio Pte. Ltd.** SEP 2023 - DEC 2023  
Sales And Marketing Associate

- Contacted leads to schedule appointments.
- Understood clients' ideas and drafted up deals that would suit their renovation needs.
- In charge of project management from planning to execution of each project.

**Sproud Private Limited** MAY 2022 - JULY 2022  
Production Assistant Intern

- Assisted in creating casting calls, scouting talents, talent management, logging, wardrobe and art direction.
- Assisted in the planning and preparation of various shoots, managing and overseeing their production.

**The Theatre Practice: The Bride Always Knocks Twice – Killer Secrets** MAY 2021  
Grip Intern

- Assisted in technical management, setting up lights and flags, tearing down and wrapping up.

**RRILEY: mmm bye Music Video** JULY 2019  
Art Assistant

- Created various props and background sets.
- Arranged prop layout and set design for the different scenes.

## PROJECTS

**Out of Order** JUNE 2023

- Short narrative film
- Role: Scriptwriter, Production designer
- Sehsüchte 53rd international student film festival – Official selection, Nominated under Future category
- MoPOP 19th Seattle SFFSFF's (Science Fiction + Fantasy Short Film Festival) – Youth Track (Grand Prize winner)
- Jakarta filmweek 2024 – Official selection

**Paper planes, don't always soar** JUNE 2023

- Short narrative film
- Role: Production designer
- Milan Shorts Film Festival 2023 – Best Short Film (Winner), Best Supporting Actress (Winner)
- The Crowbar Awards 2023 – Short Film category (Silver award)
- Little Venice Film Festival 2023 – Finalist
- Mental Health Film Festival Singapore 2023 – Short Film Youth Competition Finalist

**Ant Nest** NOV 2022

- Short narrative film
- Role: Production designer
- National Youth Awards 2022 – Best Original Score (Winner), Best Performance (Winner)

## CONTACT

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- <https://colettechong23.wixsite.com/colettechong>

## SKILLS

### Adobe Photoshop

- Digital imaging
- Retouching
- Colour grading
- Creating layouts

### Adobe Premiere Pro

- Video editing
- Basic sound design
- Colour grading

### Adobe After Effects

- Basic motion graphics

### Final Cut Pro X

- Video editing
- Colour grading

### Capcut

- Video editing
- Colour grading

### NukeX

- Digital compositing, VFX

### Microsoft Office

- Word, Powerpoint, Excel

### Canva

### Facebook Ads Manager

## EDUCATION

### Nanyang Technological University

Degree of Bachelor of Fine Arts  
in Media Art, Honours (Distinction)  
Minor in Modern Languages (Korean)

- AUG 2019 - MAY 2023
- President of Music District – AY 2020/2021

### Eunoia Junior College

A Level Certificate

- JAN 2017 - DEC 2018
- Dean's List (Academic) 2017

## LANGUAGES

- English (Native)
- Mandarin (Proficient)
- Korean (Conversant)