

SHAUNA TEO SHA MIN

shauna.teo.2022@socsc.smu.edu.sg • +65 8282 5284 • <https://www.linkedin.com/in/shaunateo>

EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY (SMU)

Aug 2022 - Aug 2026

Bachelor of Social Science

- First major in Psychology, Second major in Communications Management (Data Design Communication)

NGEE ANN POLYTECHNIC

Apr 2019 - Apr 2022

Diploma in Mass Communication

Awarded the Liu Yin Soon Scholarship (2020, 2021)

CONVENT OF THE HOLY INFANT JESUS (CHIJ) TOA PAYOH

Jan 2014 - Dec 2018

GCSE O' Level Certification

Awarded the St Mother Matilde Award for Outstanding Leadership

EXPERIENCE

NIE, SKIP-UP PROJECT - 1 Nanyang Walk, Singapore 637616

Jun 2023 - Aug 2023

Graphic Design Intern/Literature Review Assistant

- Designed the revamped SKIP-UP logo used in current publications
- Conducted literature reviews for use in ongoing research

OUR GRANDFATHER STORY - 110 Lorong 23 Geylang, #07-02/03, Victory Centre, Singapore

Sep 2021 - Apr 2022

Social Media Executive (Internship)

- Regularly designed and produced content for both Tik Tok and Instagram pages to support video and story publications on a weekly basis
- Served on set for video shoots as a main camera operator or director. Liaised with clients and involved talents to direct and provide reassurance during filming
- Took part in analysis of media performance during weekly meetings
- Corresponded with community queries and comments through direct messaging and in-app comment sections

RIGHT HOOK COMMUNICATIONS - 203 Henderson Road, Henderson Industrial Park #05-03

Sep 2019 - Oct 2019

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Public Relations Internship

- Ideated and provided media content calendars for upcoming campaigns
- Conducted regular market research for regular clients during media monitoring activities
- Managed collateral creation to be made into physical inclusions for event PR kits

CO-CURRICULAR ACTIVITIES

- Social Media Lead (Radio Heatwave, Mar 2021 - Sept 2021)

Oversaw cohesive social media planning and content creation for the Radio Heatwave YouTube, Tik Tok and Instagram pages, leading to a 200 follower growth on average across all platforms

Created original collaterals for 3 events with a showing of over 50 participants per event

Communicated and oversaw the creation of jock show posters, in addition to designing posters for inexperienced jocks Assisted with editing videos produced for YouTube channel

- Marketing Head (FMS Society, Apr 2020 - May 2021)

Produced content calendars and original promotional collaterals for four events, with an average attendance of 70 participants per event

Served as the sole member of the marketing team during Freshmen Orientation 2021, handled all social media posts, collateral design and video editing

Regularly conducted design and editing crash courses to assist freshmen in creating collaterals for events

SKILLS & INTERESTS

Creative Problem Solving

Community Management and Engagement

Graphic and Visual Design

Adobe Creative Suite:

Illustrator

Photoshop

After Effects

Premiere Pro

Video Editing