

# DANIELLE KOH

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## SUMMARY

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Digital media professional with end-to-end production experience across paid and organic social. Delivers measurable commercial results — 66% audience growth and 11.5x ROAS on paid social at Milkcan Outdoor, 26.5% organic revenue growth at Cupcake Central — alongside broadcast-trained production craft from Mediacorp Channel 5. Works fast against deadline and applies AI tools to research, ideation and workflow efficiency.

## EXPERIENCE

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### Milkcan Outdoor — Australia

Digital Content Creator | July 2025 – present

- Grew combined Instagram, Facebook and TikTok following by 66% YoY while delivering an average 11.5x ROAS on paid social advertising.
- Cut research and first-draft copy time by roughly a day on each of 6 concurrent product campaigns by deploying Claude and ChatGPT for topic research and ideation, and Kive for visual reference.
- Delivered 7+ finished video assets weekly against 48-hour turnarounds by owning end-to-end production — shoot, edit, sound mix and colour grade in Adobe Premiere Pro — for campaigns featuring BBC and Seven Network partnerships.
- Managed 100+ branded partnerships with TV productions, magazines and builders by coordinating concurrent schedules and per-client asset specifications.

### Cupcake Central Bakery — Melbourne

Social Media Coordinator & Content Creator | 2024 – 2025

- Grew organic social revenue 26.5% (\$10,523, Aug '24 – Feb '25) by producing and distributing video, paid ads and EDMs across Instagram, Facebook and TikTok.
- Delivered 7 original short-form videos weekly across three platforms by owning the full pipeline from concept through edit, publish and performance review.

### TheatreWorks Singapore *International arts company*

Digital Creative Intern | 2021 – 2022

- Ran digital campaigns across Instagram, Facebook and YouTube for 5 festival programmes.
- Filed 15 human-interest features for the Festival of Women: N.O.W. programme by sourcing and interviewing women artists and change-makers across social services, education and advocacy.
- Scripted and revised 10+ published pieces under editorial supervision, meeting house style and accuracy standards ahead of publication deadlines.
- Operated camera on four livestreamed productions, working to cue against the running order.

### Mediacorp Channel 5 — Singapore *State-owned broadcast media conglomerate*

Production Assistant | 2020 – 2021

- Coordinated media management and network delivery across 11 episodes of Netflix Singapore's Camokakis: Whole Lot Fall In!, preparing and transferring assets to broadcast deadline.
- Supported live segment turnarounds on the national Let's Celebrate 2021 New Year Countdown Show by coordinating camera crew and production team against a fixed on-air running order.
- Checked delivered assets against format and mastering specifications across a 10TB media library, clearing files for broadcast delivery.

## EDUCATION

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University of Melbourne — Bachelor of Arts, Media & Communications | 2023

Singapore Polytechnic — Diploma in Media & Communications | 2021

## SKILLS & TOOLS

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**Marketing:** Paid social advertising (Meta, TikTok), organic social strategy, campaign management, content pipeline ownership, EDM production, performance reporting, influencer and brand partnerships

**Production:** End-to-end video production, non-linear editing, colour grading, sound mixing, camera operation, media management, broadcast delivery and mastering specifications

**Software:** Adobe Premiere Pro, After Effects, Photoshop, Lightroom, Canva

**AI tools:** Claude, ChatGPT and Kive for research, ideation and workflow efficiency

**Languages:** English (native), Mandarin (conversational)

## SELECTED FREELANCE

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@PressOnPreston (33.1K followers) — Fitness Influencer & Content Creator (2023 – 2024)

F45 Melbourne (La Trobe St, Brunswick & Prahran) — Social Media Photographer (2024)

Icon Ministry — Graphic Designer & Production Assistant (2024)

Catholic Family Life Singapore — UI Web Designer (2024)

Mediacorp Channel 5 & 8, 'WordWhiz' — Production Assistant (2021)

## ACHIEVEMENTS

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**Asian Film Archive Singapore — 'Reunion Dinner' selected for Singapore Shorts '21 (2021)**

Final-year short film selected for Official Selection 1 from a national open call and screened at Oldham Theatre. Received a positive critical response from writer Euginia Tan.

Trinity College London — Rock & Pop Grade 8 Drums (2021)

Singapore Water Polo — National Athlete (2018 – 2022)

## LEADERSHIP & VOLUNTEERING

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**Missionary Sisters of Charity — Weekly Soup Kitchen Volunteer (2024 – present).** Initiated a food-rescue programme redirecting unsold stock from Cupcake Central to weekly meal service; adopted by the company as a staff volunteering day.

**Singapore Global Network, Singaporeans of Victoria — Design & Editorial Director (2022).** Led partnerships and event marketing; Networking Ball campaign lifted organic engagement 133%.

**University of Melbourne, Catholics of One Spirit Down Under — Creative Coordinator (2023 – 2024).** Content creation, merchandise design and digital asset coordination for event activations.

**Hair for Hope Singapore — Shave Participant (2018).** Raised \$3,500 for children's cancer research through a self-managed social media campaign.

## REFERENCES

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Lee Chew Yen — Senior Producer, Mediacorp TV | +65 8291 8778

Lawrence Chan — Group CEO of NETS | +65 9632 9191

Laura Taranto — Marketing Manager, Milkcan Outdoor | marketing@milkcan.com.au | +61 433 446 690