

## Senior Content Creator / Video Producer

Portfolio: [www.karlcasillo.com](http://www.karlcasillo.com)

Video Reel: <https://vimeo.com/236083309>

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**Experienced in all aspects of video production and content creation for corporate and in-house digital media teams.**

Collaborative, creative and highly adept at interpreting abstract ideas and transforming them into engaging digital content. Solid success in helping companies kickstart their digital and social media presence. Strong experience in digital marketing through strategic management and production of videos, photography and social media content. Fast learner in utilizing the latest digital trends and technologies.

### *Areas of Expertise*

- Project management of video productions
- Scripting, Storyboarding & Video Editing
- Visual Storytelling
- Photography, Graphic and Web Design
- Social Media Engagement and Growth
- Internal and External Stakeholder Management
- Digital Marketing

## Professional Experience

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Temasek International – Singapore

### **Senior Associate, Public Affairs Department (2015 to Present)**

*Oversee the production of local and overseas video content for the digital newsroom. Increase public awareness on the firm's investments, sustainability and community stewardship efforts while ensuring the brand's message and values are communicated clearly.*

*Direct all technical aspects of video production from cinematography, lighting, audio, to editing and colour grading; lead ideation and video scripting. Conceptualise, film and edit digital content – social media videos, documentaries and short-form videos. Strategize with the content team on day-to-day production of in-house branded digital content.*

#### **Achievements:**

- Managed the content creation of articles and videos for [HyperX programme](#) campaign – a sustainability focused pre-accelerator programme for startups
- Lead the production of multiple videos for the company's annual financial report: "Temasek Review."
- Executed engaging videos to boost social media presence and engagement, gaining 100k+ followers across all platforms within 3 years.
- Produced the company's first viral video, garnering 1+ million views.

Amore Fitness Pte, Ltd. – Singapore

### **Interactive & Digital Media Production Manager, Creative Department (2012 to 2015)**

*Led complete lifecycle of high-quality video production, print design and web advertisements.*

*Management of various social media channels. Produced and edited engaging video advertisements for digital media. Spearheaded the company's transition from print to digital media.*

#### **Selected Achievements:**

- Developed and managed effective marketing campaigns through digital advertisements, video production and photography.

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- Lead the company's transition from traditional to digital media; utilized iPads and digital kiosks; developed an app for sales consultants that supported the reduction of print materials needed for marketing.

## **Web Designer & IT Marketing Representative, Marketing Department 2010 to 2012**

Lead the collaboration with IT and Marketing departments to overhaul company website. Liaised between departments to ensure good understanding of the requirements, resulting to a smooth transition. Fostered working rapport with both departments to develop in-house digital marketing campaigns resulting to more sales leads.

### **Selected Achievement:**

- Developed the corporate website from the ground up (frontend design & backend programming), in order to provide practical functionality, responsive design, and better user experience
- Created a web content management system (CMS) for the marketing department to use.

### **Additional Experience as:**

**Global Content Producer** with Wartsila Subic, Philippines (2008 to 2009): Web/graphic design and video editing. Collaborated on creation and launch of the company's first in-house computer-based training system (e-learning); orchestrated UX design and animation for related content.

**Web & Graphic Designer** with Tailin Abrasives / KWT Computer Systems in Subic, Philippines (2008 to 2009): Recognized for consistently producing creative designs and interactive web content.

## **Educational Background**

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**Bachelor of Arts (Honours), Mass Communication with Public Relations (Upper 2<sup>nd</sup> Class) - 2020**  
Northumbria University, New Castle (UK)

**Photography & Digital Imaging Diploma - 2018**  
M.A.D. School by Chatsworth Media@rt Academy, Singapore

**Bachelor of Science in Computer Science - 2006**  
Columban College, Olongapo, Philippines

### **Certificates:**

Digital Film Production, SAE Institute, Singapore  
Basic Colorist Strategies with DaVinci Resolve, Media Asylum, Singapore  
SEO For Your Business, Singapore Chinese Chamber Institute of Business, Singapore

**Photographic Society of Singapore, Member**

## **Technical Proficiency**

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**Environments:** Mac OS X; Windows

**Tools:** Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator, Dreamweaver); Wordpress, Social Bakers, Radarly, DaVinci Resolve; DSLR & Mirrorless Camera Systems; Broadcast & ENG Video Cameras; HTML & CSS