

NAZRUL SYAFIY

Video Editor & Social Media Content Creator

Videographer and editor with end-to-end production experience, from shooting and editing to managing full social media content pipelines. Currently leads daily social media content (TikTok, Instagram, Facebook) for a client account, handling everything from on-site filming to scheduling. Background spans wedding videography, corporate events, and branded campaigns, with hands-on experience across the full production process.

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EXPERIENCE

Upsize Media — Production Executive / Social Media Content Creator

Oct 2023 – Present

- Started as an all-rounder across video production — camera operator, editor, and production assistant (lighting, equipment setup) — for clients including a beauty salon ad campaign, a podcast series for JCU, and corporate event coverage
- Coordinated directly with clients on deliverables and edits, managing expectations and turnaround
- Supported the agency's shift from traditional production into social media services, contributing to flexible client packages (full plan/shoot/edit/post vs. shoot/edit only) for clients such as property agents, tuition centres, and pop-up event organisers
- Currently the dedicated content lead for Khusstickers (an in-house client acquired by Upsize Media), owning end-to-end social media production across TikTok, Instagram, and Facebook
- Film daily installation BTS footage on-site, edit into 60–90 second platform-optimised videos, and manage a daily content calendar
- Conceptualise and produce varied formats — FAQs, raw/BTS updates, skits, and sale/promotional campaigns

Freelance — Videographer/Editor

Feb 2023 – Present (ongoing, alongside full-time role)

- Independently shoot wedding videos, with additional experience editing full wedding films from raw footage to final cut
- Take on corporate event and tradeshow coverage, including flying to Korea to shoot and edit a tradeshow event for a logistics company
- Occasionally engaged for standalone BTS content shoots and edits for smaller clients
- Manage clients directly — from initial briefing through to final delivery — while balancing freelance work alongside full-time employment

FreshFromKenneth — Videographer/Editor

May 2022 – Feb 2023

- First role after National Service — shot and edited wedding videos for a Chinese wedding

videography company, working closely with a senior videographer to deliver polished films within tight turnaround times

- Covered corporate events, and produced a talking-head campaign video series featuring staff across a group of companies
- Shot and edited a corporate video for a beauty salon client
- Built foundational skills in client-facing shoots and fast-turnaround editing under senior guidance

Singapore Armed Forces, BMTC — NSF (Section Commander/equivalent)

May 2020 – May 2022

Led and trained recruits as part of a command team during National Service.

Surya Citra Televisi (SCTV), Jakarta — Studio Assistant (Internship)

Sep 2019 – Feb 2020

Supported studio operations and equipment setup during an internship in an international broadcast production environment.

EDUCATION

School of Technology for the Arts, Republic Polytechnic

Diploma in Media Production and Design

2017 – 2020

Junyuan Secondary School

GCE 'O' Level

2013 – 2016

SKILLS

Photography | Videography | Video Editing | Event Planning | Content Scheduling & Calendar Management

Software Skills

Adobe Premiere Pro | CapCut | Adobe Photoshop | Canva

LANGUAGES

English, Malay