

SHAHRIN ISHAR

DIGITAL CONTENT PRODUCER

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WORK EXPERIENCE

Vita Vitae / KittyKat : Digital Content Producer

May 2022 — Present

- Created and managed social media content and it's respective channels for well known food brands such as: OnlyEg, Arlene, Balance Brew.
- Implemented on-location partnership initiatives for OnlyEg across 15 F&B establishments, resulting in an impressive growth of their follower base by approximately 191.89% within a span of 4 months.
- Provided art direction expertise for SuperGoop, The Cocoa Trees, and Brewlander in the creation of their marketing collaterals tailored for both B2B and B2C markets and onsite events.

Elogio Asia : 2D/3D Animator

Oct 2021 — May 2022

- Created motion graphic animation videos to promote brand products, including Explainer Videos and Social Media Advertisements.
- Provided insight and direction for social media posts. Ensured that the tone of each post was consistent with the brand, targeted at the right audience, and optimized for search.
- Created marketing collaterals and materials for company campaigns including proposal design, powerpoint slides and infographics.

Oxygen Studio Designs : Illustrator

Sept 2020 — Feb 2021

- Designed materials for advertising campaigns, including magazine/book covers and posters.
- Conceptualizing layout and animation of graphics when needed.

EDUCATION

NUS :
**Digital Marketing:
Strategies, Models
and Frameworks**
2023 — Present

LASALLE :
**Animation Art
BA (Hons)**
2018 — 2020

Singapore Polytechnic:
**Digital Animation
Diploma**
2013 — 2016

SKILLS

Campaign + Branding
Visual Design
Motion Design
Illustration
Social Media Management
3D Modelling
Digital Marketing
Content Creation

TOOLS

Photoshop
Illustrator
After Effects
Premiere Pro
CapCut
Canva
HootSuite
HubSpot
Blender