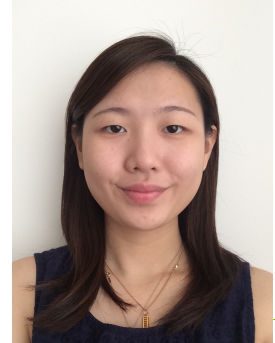


CURRICULUM VITAE

Alyssa Yeoh Yew Meng

- Nationality : Malaysian
- Gender : Female
- Date of Birth : 29/05/1992
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Summary

Have had exposure as a Producer, Production Assistant and film production crew with both on set and admin experiences. Detail oriented person and possess strong work ethics. A team player and is desirous to work in a creative and challenging environment. Good management skills in scheduling and timing of projects. Values team building. Interacts well with colleagues and clients.

Education

- 1) September 2011- July 2014 : University of London, Goldsmiths (Graduated with Second Class Honors Upper Class Division).
 - BA (Hons) Media and Communications
 - Courses taken:
 - Representation and Textual Analysis
 - Media History and Politics
 - Culture and Cultural Studies
 - Introduction to Media Technology
 - Key Debates in Media Studies
 - Communications, Experience and Psychology
 - Intellectual Foundations of Social Theory
 - Illustration short course
 - Media Economics and Society
 - Culture Society and the Individual
 - Race, Empire and Nation
 - The Structure of Contemporary Political Communications
 - Dissertation topic on The Virtual 'Mamak' Sphere: Malaysian Democracy
 - Specialized in Television Journalism and Documentary filmmaking
- 2) January 2010- December 2010 : Taylor's College's Canadian Pre-University (Awarded as a merit scholar for achieving an average of 80 and above).
 - Subjects taken:

- Canadian and International Law
- Analyzing Current Economic Issues
- International Business
- Business Leadership
- Data Management
- Grade 12 English 4U

3) February 2005- December 2009 : Sekolah Menengah Kebangsaan Taman Melawati.

- Completed PMR and SPM.
- Entered Science Stream.

4) January 1999- November 2004 : Sekolah Jenis Kebangsaan Cina Chong Hwa.

- Completed UPSR.

Work Experience

Intern at CORE Studios from July to September 2013 (Petaling Jaya, Malaysia)

- Assisted production manager on set as time manager and runner.
- Assisted cinematographer during shoot.
- Assisted and managed talents, actors, actresses on set.
- Managed props on set.
- Learned the format of shooting outdoors and indoors with props.

Intern at Grey Global Group from June to August 2012 (Kuala Lumpur, Malaysia)

- Interned with the G2Direct department (Digital Advertising).
- Attended meetings and conferences as well as trainings with the members of department.
- Responsible for:
 - Researching and keeping track of competitors through multiple digital platforms such as Facebook, Twitter, Blogs, Forums, online advertisements and etc.
 - Assisting the Service and Creative department on proof reading of digital advertisements and web pages.
 - Compiling translations for Southeast Asia web pages and advertisements from respective translators.
 - Inserting translations into respective websites, web pages and advertisements.
 - Compiling data and statistics of weekly as well as monthly progress for respective brands and clients.
 - Preparing job briefs for team to prepare and work on.
- Contributing ideas and suggestions during creative meetings.

Intern at ESSOR Aerospace from January to March 2011 (Kuala Lumpur, Malaysia)

- Personal Assistant to Managing Director of ESSOR Aerospace
- Attended business meetings and business functions with ESSOR's Managing Director.
- Responsible for:
 - Writing business meeting reports

- Follow up business communication like drafting business letters
- Arranged follow up meetings.
- Organized the participation of ESSOR Aerospace's Managing Director and associate in a Property Development Exhibition and Gala Night.

Extra Curricular Activities

- January 2015- Assisted Core Studios on set for a Lazada promotional video shoot. Learned to operate audio by working closely with cinematographer and coordinating the scenes.
- August 2014- Involved as a producer of a micro silent film for local photographer Jeremy Choy (Bboyrice). Learned to plan and organize the production as well as managing talents for micro film.
- February 2014- Assisted OmniKreations in covering the annual Acoustic Afternoon event organized by Acoustic Live UK at London Shoreditch's Boxpark. Learned to record a live event and interview guest performers.
- June 2014- Co-organized Goldsmiths University's annual weekend Media Degree show on behalf of group. Learned to design *Posi+ive* DVD cover page, develop documentary DVDs, prepared press pack as well as pamphlets.
- October 2013 to March 2014- Produced Graduation Documentary Film *Posi+ive*. Learned to manage crew and prepare shooting schedules as well as pre-production documents such as budget list, risk management plan, release forms, film permits and rights to film.

Link: <https://www.youtube.com/watch?v=NnFXITw711Y> (Graduation Documentary Film - *Posi+ive*)

- 19th to 26th March 2013- Directed Goldsmiths University's BA Media and Communications Second Year Television Journalism Studio Magazine Program. Learned to manage live broadcast in studio and understood the structure of news broadcasting better.
- May 2012- Elected as secretary of Goldsmiths' Chinese Society.
- 2nd April to October 2012- Volunteered to assist Shortie Entertainment invite Wong Fu Productions to London. Learned to promote the event via social networking sites.
- 16th March 2012- Elected as secretary of Goldsmiths Abacus, an association for Asian Communities in Britain. Learned to interact better with people, learned to network and socialize.
- February to March 2012- Conducted Mandarin classes on behalf of Goldsmiths' Chinese Society. Learned to organize and structure syllabus taught within the duration and learned to communicate better.
- January to March 2012- Worked as a cinematographer, sound operator and assisted in producing university short film assignments. Learned more about film productions in terms of legal procedures and documentation. Acquired new skills and knowledge of operating professional cameras.

Links: <http://www.youtube.com/watch?v=h7ze0o5DkFs> (Student Short –Awkward)

<http://www.youtube.com/watch?v=XWMkK-vJnSE> (Student Drama Short –missed)

<http://www.youtube.com/watch?v=IFNYkcSv9B8> (Student Documentary –Infamous)

- 8th to 11th November 2010 - Participated in a mock peace conference and trial organized by the Canadian and International Law class. Learned to communicate as delegates of a nation.
- 23rd August 2010 - Conducted an interview with Amnesty International Malaysia as an assignment law class to understand non-governmental organization and appreciate the issues of human rights violation.



- January to December 2009 - Head Of Department for English in the editorial board in high school magazine “Persada”. Experienced the phases of compiling, editing and publishing a school magazine.
- May 2007 - Won the grand prize in the lower secondary category English Story Writing Competition organized by Negara Properties Berhad and was featured in the New Straits Times.

Skills and Interests

- Speaks fluent English; Mandarin and Malay.
- Analytical, able to communicate and undertake research independently.
- Likes to read and write.
- Likes swimming and jogging
- Innovative, creative and self motivated.
- Able to adapt, has leadership qualities and also a good team player.

Referees

- Ms. Agnes Yeow-Fournier -Managing Director of ESSOR Aerospace.
(Email: yeowagnes@aol.com)
- Mr. George Easton Hanna -Administrator and lecturer at Taylor’s Canadian Pre- University. (Email: GeorgeEaston.Hanna@taylors.edu.my)
- Ms. Jennifer Chern -Grey Global Direct and Interactive Business Unit Head. (Contact details: +60321780160)
- Ms. Tracy Bass -Freelance Producer and Academic Lecturer at Goldsmiths, University of London.
(Email: basstracy@gmail.com)