

Hannah Joy Tay

Emerging Marketer & Aspiring Film Marketer



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Brisbane, Australia



Career Goal

Since 2017, I have been honing my unique mix of creative skills in film production and business acumen in marketing, along with skills in photography, photo editing, and graphic design. As someone who is deeply passionate and self-driven, I seek a career in the film marketing field to elevate the moviegoing experience for audiences and leave my mark in the film industry.

Professional Experience



Publicity & Marketing Intern

NIXCO, Sydney, Australia

July 2023

- Organised, distributed, and briefed the daily news summary to the team
- Pitched ticket giveaway collaborations to grassroots organisation clients for A24's Australian horror, *Talk To Me*
- Transcribed EPK interviews for Disney+'s TV series, *Nautilus*
- Designed an Info Pack for *Madman Entertainment's Rachel's Farm* QnA Preview Screening campaign in at least 12 locations across Australia
- Assisted influencer preview screening campaign for *Talk To Me* and monitored influencer reach using a social report post-campaign
- Proposed an insight-driven PR-Marketing campaign for an unreleased Australian film



Assistant Director Intern

Mediacorp English Drama Department, Singapore

September 2019 – February 2020

- Production Team: Worked on drama series, *Kin*, and Ministry of Home Affairs 4-episode commissioned production, *In The Wind*, and took on roles like Production Assistant, Wardrobe Assistant and Script Supervisor
- Personal Assistant to UK-based actor cum acting consultant, Nitin Ganatra: Liaise with, schedule, and manage acting workshops for the cast of *Kin*
- Story Team
- Casting Team

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Professional Experience



Various Production Roles

Final Year Project at Nanyang Polytechnic

March 2019 – September 2019

- Roles include: Director, Director Of Photography, Scriptwriter, Editor, Liaison, Location Manager & Camera Operator
- Produced 7 videos: Unity In Diversity Public Service Announcement, If Only... Mothers' Day Short Film, Never Miss A Beat Channel Identification, An Ex-Convict's Story Interview, Breathing Space Short Film for 2019 Crowbar Awards.



Singapore's National Day Parade

Final Year Client Project at Nanyang Polytechnic

May 2019 – August 2019

- Main Role: Camera Operator
- Specially selected to film the Parade's Act 1 Video and Appreciation Video



Assistant Producer Intern

Mediacorp Channel News Asia, Singapore

January 2017 – March 2017

- Attached to Presenter Steven Chia on Talking Point
- Assisted the team with research, location scouting, phone interviews and on-location shoots

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Education



Bachelor of Business (Marketing) – with Distinction &

Bachelor of Fine Arts (Film, Screen & New Media) – with Distinction

Queensland University of Technology, Brisbane

2020 – 2023

- Recipient of International Merit Double Degree Scholarship
- Member of QUT's College of Excellence
- Proposed marketing plans and timelines for clients like QUT, Disney+, Thread Together, & Small Steps 4 Hannah
- Final GPA 6.64 out of 7



Diploma in Mass Media Management with Merit

Nanyang Polytechnic, Singapore

2017 – 2020

- Recipient of Nanyang Polytechnic Scholarship
- Final GPA 3.94 out of 4

Volunteer Work



Event Volunteer

Australian International Movie Convention (AIMC)

30 October 2023 – 4 November 2023

- Packing of goodie bags for delegates
- Ticket scanning
- Yonder phone cloaking for screenings



Event Volunteer

Oscar's Party by The Australian Academy of Cinema and Television Arts (AACTA)

13 March 2023

- Held at Home Of The Arts, Gold Coast
- Ticket check-ins & photography assistant



Event Volunteer

Brisbane International Film Festival

26 October 2022 – 5 November 2022

- Industry Days held at Brisbane Powerhouse & Queensland University of Technology
- Ticket Sales at The Elizabeth Five Star Cinemas



Organiser

Capstone Community Action Project, Nanyang Polytechnic, Singapore Throughout 2018

- Liaised with St Luke's Eldercare and planned two days of activities for elderly

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Awards & Certificates



By Queensland University of Technology, Brisbane

2020 Award

- Creative Industries Dean's List: GPA 6.75

2021 Awards

- Business School Dean's List: GPA 7
- Business School Dean's List: GPA 6.67
- Executive Dean's Commendation for Academic Excellence: GPA 6.75

2023 Award

- Executive Dean's Commendation for Academic Excellence

Awards & Certificates



By Nanyang Polytechnic, Singapore

- Diploma-plus Program Certificate: Film Art & History
- Certificate of Participation in Singapore's National Day Parade 2019: Multimedia Video Production Team
- Featured on [NYP Website](#): Ambassador of School of Business Early Admissions Exercise

Overall Awards

- 2017-2020: Director's Lists
- 2018: Edusave Certificate of Achievement
- 2020: Edusave Skills Award & Recipient of Mediacorp Silver Medal

Multicultural Experience



Overseas Student Exchange Program

Northumbria University, Newcastle, United Kingdom

September 2018 – February 2019

- Undertook study units in *Popular Music on Film & Television*, *Mass Communication Case Study*, and *Introduction to Advertising*.
- Formed multicultural connections with peers from United States, France, Germany, and Italy

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Relevant Skills & Qualifications

- English (Native) & Mandarin (Native) – Spoken & Written
- Proficient in Adobe Premiere Pro, Photoshop, Lightroom
- Proficient in Microsoft Powerpoint, Word, Excel
- Ability to plan ahead
- High attention to detail
- Goal-oriented
- Insightful & Empathetic
- Professional Verbal & Written Communication
- Effective Teamwork
- Problem-Solving
- Time & Project Management

Referees

Harriet Dixon-Smith

Director of Communications &
Business Affairs
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Steven Chia

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View Letter of Recommendation [Here](#)

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