



Amos Ng

Creative, Content, Marketing & Growth

Email: amos.ng89@gmail.com
Contact: +65 93688208
Portfolio: helloamosng.com
Linkedin: linkedin.com/in/amosng89

About Me

As an experienced **Creative Director**, I bring a wealth of knowledge in **creative direction**, **content strategy**, and **creative production**, and have demonstrated success in leading and growing top brands across multiple industries, having previously worked with top companies such as **TikTok**, **YouTube**, and **Paramount Network**.

As a natural leader, I have **successfully managed creative teams and in-house agencies**, leading them to produce exceptional creative work that exceeds business objectives. I've got a keen eye for **data analytics** and a knack for driving results in **marketing**, **branding**, **user growth**, and **social marketing**.

But my true passion is **storytelling**! My natural flair for creativity and talent for bringing innovative ideas to life has led me to thrive on creating visually stunning and emotionally impactful campaigns for brands to capture the hearts of audiences and drive growth, resulting in numerous successful campaigns with lasting impressions on audiences.

Experience

TikTok | Creative Director

JUL 2021 - PRESENT

- Own and manage the day-to-day operation, business roadmap, project management, goals & KPIs, finance and budgeting, and growth of the SEA in-house creative agency in TikTok
- Lead the overall strategy and end to end production of all creatives for branding, marketing, user growth, digital content and social across multiple media channels for different ByteDance products such as TikTok, PICO, BytePlus and etc.
- Develop strategic insights and learnings through data analysis of market research, customer insights and content performance to steer and direct creative strategy and optimise efforts in achieving business goals and targets
- Lead and mentor the creative agency consisting of producers, account managers, copywriters, art directors, designers, videographers, editors on day-to-day duties, projects and tasks, and drive weekly cadences for team and individual updates
- Build and manage relationships with multiple internal and external stakeholders and cross functional teams to ideate, develop, kickstart and collaborate on new projects and initiatives
- Manage existing relationships with external partners such as agencies, video, motion graphic and audio production houses; and onboard new partners according to business needs
- Drive regular presentation and sharing sessions with leadership and key stakeholders on creative proposals, agency successes, global creative trends and best practices

YouTube | Social Media & Content Manager

JUL 2019 - JUL 2021

- Owned and managed strategy, content, operations, optimisation and growth of social platforms for creator marketing program, YouTube FanFest
- Developed content strategy and managed the end to end production of social content and brand toolkit through the in-house creative agency
- Contribute to creator and artist happiness and satisfaction by driving engagement, awareness and discovery with consumers through YouTube FanFest social platforms
- Drive strategic insight through analysis of social performance and optimising social content to achieve targets and objectives
- Communicate and deliver campaign reports through data and insights to demonstrate impact of campaigns to stakeholders
- Collaborate with multiple stakeholders and cross functional teams across APAC region to represent social engagement priorities and help deliver various business goals
- Drive regular cadence of social meetings, presentations and sharing across different levels and stakeholders to showcase successes, social trends and best practices

Paramount Networks | Creative Lead

SEP 2014 - JUL 2019

- Led strategy and creative production of all brand assets & toolkits, marketing and promotional campaign creatives and short form content for both linear and digital platforms for MTV Asia
- Responsible for end to end process of creative production including, creative strategy, content plan, creative and budgets
- Collaborated with cross functional teams and internal stakeholders to drive new initiatives and projects, and to provide input and consultation on brand direction and guidelines
- Led a creative team of 5 consisting of producers and designers - managing project allocation, task supervision and mentoring the team to build a cohesive environment with active coaching and team building
- Built and manage an extensive network of agencies, production houses, and freelancers to outsource and commission projects
- Managed and set overall department yearly goals & KPIs, budgets and resources in alignment with business and organisation goals

Education

Nanyang Technological University, Singapore (2011 - 2014, Singapore)
Bachelor of Communication Studies (Hons.) | Major in Broadcast & Cinema Studies

Skills

Adobe Creative Suite (Advanced)
G Suite (Advanced)
Microsoft Office (Advanced)

Interests

Film (Resident Letterboxd List-maker), Music (Festival Gig-goer) & Sports (Gooner)