

ESTELLE FU

Sydney, NSW, Australia | Australian Citizen
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Ambitious, eager, and results-driven Communication graduate with an established knowledge framework within subjects ethical and sustainable media practices, strategic public relations, and intercultural and international communication. Prospectively qualified and experienced in the social media and broadcast field with professional skillsets in video filming & editing, scriptwriting, social media management, on air continuity and content creation across platforms, including FB & Ins, TikTok and YouTube. Outstanding learner, communicator, and collaborator, able to work with diverse peers to fully commit to a career direction, cross-apply skills, and deliver maximal impact, punctuality, and precision.

Core Competencies

Interpersonal communication / Team collaboration/ Multitask / Analytical problem solving / Time management / Self-motivated / Flexible creative approach / Camera Operating / Video editing / Content creation / Cinematography.

Technical

Microsoft Office (Word, Excel, PowerPoint) / Final Cut Pro X / Adobe Premier Pro / Air Client / Aegisub / Da Vinci / Adobe Photoshop / Adobe Audition / Adobe After Effects/ Zoom / WordPress / Figma / Wix

Experience

Fox Sports

Presentation Coordinator - contractor

Sydney, NSW
February 2022 – June 2022

- Maintain On-Air Continuity in a fast paced, high-pressure environment.
- Ensure Vision and Audio meet the broadcast standards at Fox Sports.
- Drive for on Air Perfection.
- Monitoring incoming broadcast feeds.
- Liaising with Schedulers, Master Control, Studio and O.B crews about program timing.
- Successfully conducted programming, VIZ checking list on daily basis.
- Preparation of play lists and airing paid and promotional pullbacks.

AMET Education

Video Editor/ Content Producer - contractor

Sydney, NSW
November 2021 – December 2021

- 120% increase of followers on Social Media Platform, Little RedBook within 6 weeks – images & copywriting.
- Utilizing Final Cut Pro X Edited to edit over 10 hours of raw content for marketing on Little Red Book with an average of 2000 views per video.
- Accumulated over 6000 hits/views per post on social media by conducting marketing research.
- Data management, to organize and tracking a large number of videos into storage, and also backup videos.

BENTLEY / WILLIAM HAMMINGTON FANS CLUB

Account Assistant → Account Supervisor

Online
March 2020 – December 2021

- Organized account contents for daily posts.
- Organized and managed the offline workflow events for special occasions such as birthdays, children's day celebrations with more than 800 people attending each event.
- Efficiently manage& external communication with stakeholders against budget.
- Utilizing Final Cut Pro X & Aegisub to edit over 500 hours of content for the account, ensuring 100% accuracy while improving efficiency of content.
- A steady increase of followers and reached 130,000 followers.

TVB AUSTRALIA

Sydney, NSW

Volunteer – Camera Operator- “Sing! China Australia Audition Grand Final”

June 2021

- Cameraman for live broadcast for 180 minutes with 0 mistakes with 3000+ online viewers.
- Cameraman for side camera for side stage view and audiences at live broadcast for 180 minutes with 0 mistakes for 500 audiences on set.
- Successfully completed all on-set cues from the Floor Director and conducted all filming calmly and professionally.

TVB AUSTRALIA

Sydney, NSW

Production Intern

January – March 2020

- In charge of delivery of creative content creation, conceptualising breaking industry topics from social media platforms such as Redbook, Weibo and Instagram into the development of 3 articles for monthly magazines.
- Oversaw monthly magazine editing procedures.
- utilizing Final Cut Pro X to edit over 300 minutes of raw news content for TVB Australia weekly news and Adobe Premiere for TVC (television commercials) daily, ensuring 100% accuracy while improving efficiency of content.
- Assistant to fortnight TV program video shoots such as “Investment and financial management”, liaising with internal and external stakeholders such as sponsors and crew members to coordinate activities of production.

NAN HAI CULTURE & MEDIA (AUSTRALIA) GROUP PTY LTD

Sydney, NSW

Videographer Intern

April – July 2019

- Cameraman for live broadcast partnered with “Bank of China”, which has accumulated 751,200 hits, and the highest number of simultaneous online viewers reached 132,600.
 - In charge of handling camera 2 for “Sydney Metro Launch” day.
 - Responsible for camera 2 for soft advertisement with “Sydney Metro”, which was partnered with NSW Government.
 - Formulated in-depth topic investigation, leveraging historical knowledge to conduct 3 deep background research into relevant themes, exploring specialised issues and problems
 - Tasked with video editing processes of 5+ unedited hours of footage, using Adobe Premier and Final Cut Pro X to condense into 100 minutes long footage suitable for broadcast.
 - Drafted and directed 3 high-quality and original content, maintaining compliance with official broadcast regulations as well as 100% alignment with company branding and client requirements.
- Streamlined 3 pre-production procedures during internship, including the planning of daily schedules and needs, from script writing to location scouting to equipment preparation to successfully complete projects in a timely manner.

Education**UNIVERSITY OF TECHNOLOGY, SYDNEY**

Sydney, NSW

Master of Media Practice and Industry

2019.07 – 2021.06

Coursework: Ethical and Sustainable Media Practices, Collaborative Media Project, Advanced Post Production, Influence in the Digital World, Screen Ideas, Writing for Screen, and Intercultural and International Communication.

Bachelor of Communication

2017.03 – 2019.06

Coursework: Communication Health and Science, Media Power, Exploring Media Arts, Communicating Nations: Media and National Identities, Online Documentary and Composing the Real.

UNIVERSITY OF TECHNOLOGY, SYDNEY : COLLEGE

Sydney, NSW

Diploma of Communication (Public Relations)

2016.03 – 2016.12

Coursework: Strategic Public Relations, Principles of Public Relations, and The Ecology of Public Communication

Additional Credentials**Certificates:** Chinese Proficiency Test Level 6**Language:** Bilingual in English and Mandarin**Interests:** Film, Documentary, Reading, Music, Photography, Journaling, Travel, Tennis, Table Tennis, Badminton