Chan Chi Ying

VIDEO EDITOR I AI CONTENT CREATOR I
APAC CONTENT LOCALIZATION

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Executive Profile

Creative and versatile Video Editor with 7+ years of experience producing content for YouTube, social media, and branded campaigns. Skilled in Adobe Premiere Pro, motion graphics, and platform-optimized editing. Experienced in end-to-end production, with growing capabilities in AI and 3D tools to enhance content engagement and storytelling impact.

Skills

- Adobe Premiere Pro (Advanced)
- Adobe After Effects (Intermediate)
- Adobe Photoshop & Illustrator
- Motion Graphics, Storyboarding & Visual Storytelling
- DSLR Videography, Lighting & Production Setup
- Social Media & Financial Content Production
- Multilingual Content Localization
- YouTube Content Strategy & Scheduling
- AI Content Creation & Prompt Development
- Kling AI, Jimeng AI, Higgsfield, Magnific & ChatGPT
- AI Image, Video & Voiceover Generation
- Spline 3D & Blender (Beginner)

Education

Tunku Abdul Rahman University College
Bachelor of Business Administration (Honours)
2018 - 2020

Tunku Abdul Rahman University College
Diploma in Business Administration (Honours)
2015 - 2017

Work Background

Video Editor & AI Content Creator
STARTRADER I Aug 2025 - Present

- Produce localized video content for the Chinese, Vietnamese, Korean, and Japanese markets.
- Manage the full video production process, including concept development, footage sourcing, editing, subtitles, motion graphics, voiceovers, and final delivery.
- Use AI tools to generate visuals, video footage, voiceovers, animations, and creative concepts, improving both production efficiency and content quality.
- Transform financial news, market trends, and complex trading topics into engaging, easy-to-understand social media content.
- Adapt language, pacing, visuals, subtitles, and voiceovers to suit each market's cultural preferences and audience behavior.
- Optimize videos for TikTok, Instagram Reels, YouTube Shorts, and other digital platforms.
- Collaborate with content, social media, and regional teams to ensure accuracy and consistency across multilingual content.
- Manage multiple regional versions and time-sensitive projects while maintaining consistent brand and visual standards.
- Experiment with tools such as Kling AI, Higgsfield, Jimeng, Magnific, Remotion, and Codex to explore new creative approaches and develop more efficient production workflows.
- Combine AI-generated assets with traditional editing, motion graphics, sound design, and manual refinement to ensure the final content remains polished, accurate, and aligned with STARTRADER's brand standards.

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Work Background (continued)

Video Editor
Wellous Sdn Bhd | Oct 2022 – Aug 2025

- Planned, scripted, and edited 20–30 videos monthly for social media campaigns, including educational explainers, health tips, product showcases, and interviews.
- Developed content tailored for platforms like Instagram, Facebook, YouTube, and TikTok, ensuring each video fit audience behavior and format trends.
- Filmed and produced video coverage for key events such as product launches, annual dinners, and CSR outreach, with videos used in official press kits and internal branding.
- Collaborated with the marketing team to turn video content into reusable assets for ads, recruitment, and corporate communications.
- Ensured all video content followed brand tone, visual identity, and storytelling style, reinforcing the company's positioning in the health & wellness industry.

Freelance Video Editor & Content Designer
Various Clients (Flexi Haus, Yifei's Youtube Channel)
Dec 2021 – Present

- Created short-form promotional content—including reels, teasers, and cutdowns—to boost visibility across Instagram, TikTok, and Facebook.
- Produced and optimized travel and lifestyle vlogs for Yifei's YouTube channel by shaping content flow, enhancing storytelling, and applying YouTube analytics to improve audience retention.
- Edited brand videos, testimonials, and product features for Flexis Haus to support marketing and online campaigns.
- Designed event posters and marketing visuals to reinforce brand presence across print and social platforms.

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Work Background (continued)

Videographer cum Video Editor
MAC Consultant | Feb 2021 – Oct 2022

- Managed full-cycle video production–from concept and storyboarding to shooting, editing, and publishing across YouTube, Facebook, and event platforms.
- Led marketing campaigns with brand-aligned content, including green screen videos and 3D virtual sets for live events and online conferences.
- Hosted and produced on-camera segments to bring authenticity and personality to branded video content.

Video Editor
Sky Horse | Sep 2020 – Jan 2021

- Collaborated with clients to define the visual tone, messaging, and structure of video projects.
- Edited video and audio content using professional tools, ensuring smooth pacing and high-quality output.
- Integrated music, voiceovers, and interviews to build clear and engaging narratives tailored to platform requirements.

Part Time Social Media Specialist
Rose Crown Malaysia | May 2020 – Feb 2021

- Developed and executed social media strategies to strengthen brand visibility and engagement.
- Managed content planning, creation, and publishing in collaboration with copywriters and designers.
- Designed platform-specific visuals aligned with brand tone and current trends.
- Monitored emerging tools and best practices to continuously optimize content performance.

Additional Experience

Junior Recruitment Consultant
The Recruiter | Feb 2020 – May 2020

Admin Cum Video Editor
SIS Beauty | Sep 2017 – Dec 2019