

# Persis Shanker

writer ● producer ● FCP editor ● media consultant ● blogger

**education:** BSc. Mass Communications in Broadcasting, University of Central Arkansas, AR, USA (1998)

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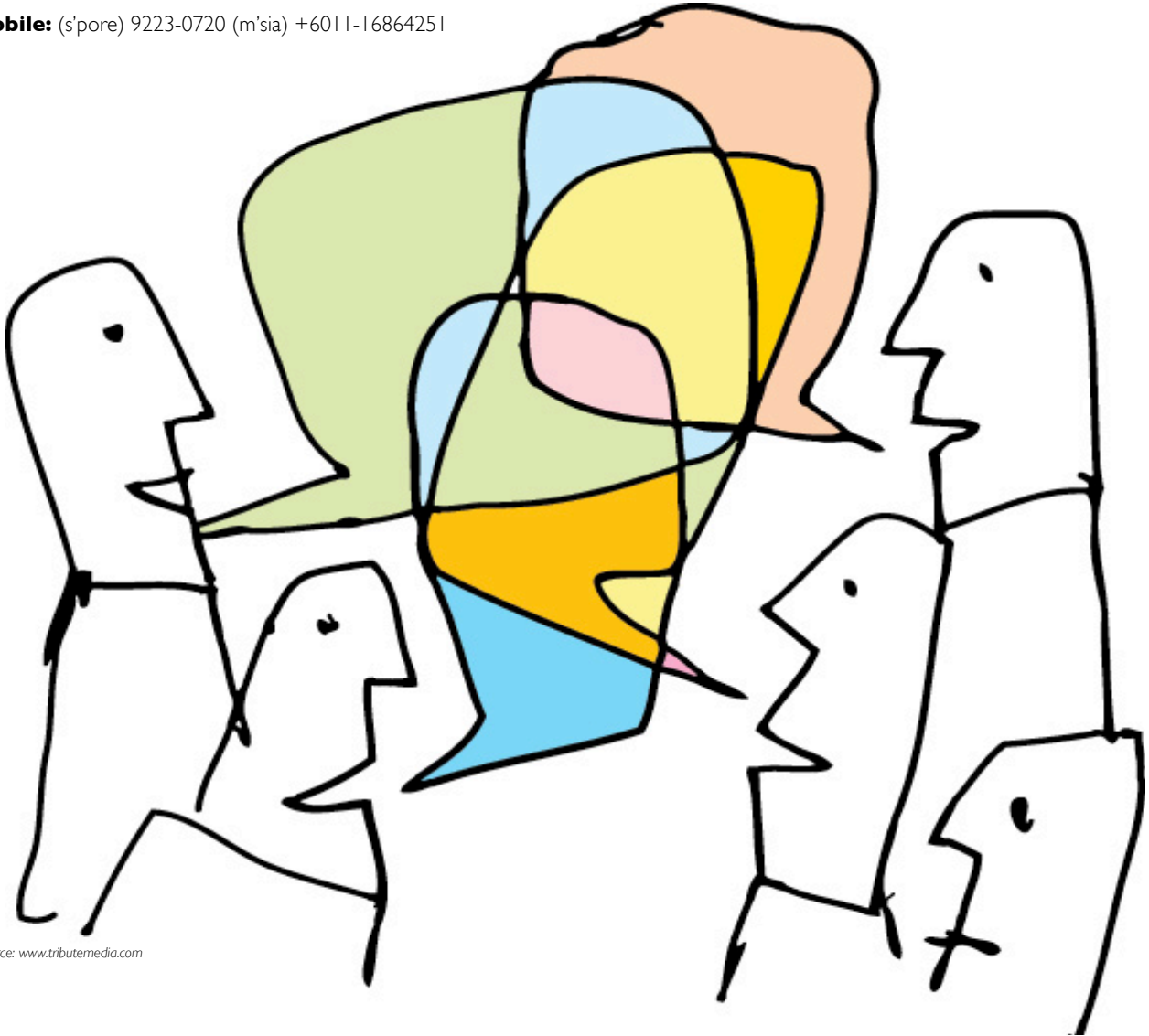


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*"My life began as a creative storyteller. As an only child, I spent hours talking to myself, creating imaginary characters and stories for my Lego and Playmobil toys and somehow that penchant for cooking up stories never left, you could say.*

*As I grew up, I realised writing wasn't the only way that I could tell a story and began to explore other mediums, from art, sound and finally to visuals. I work easily with many media platforms, whether it's print, broadcast, film or digital and it gets my creative juices flowing.*

*At my last gig with Sony Pictures Entertainment Asia, I was able to apply these skills as the executive producer and project manager for shows like Sony Style seasons 3, 4 and 5 as well The Duke and Men 2.0 for AXN India.*

*As a producer/writer and director, I produced the network's flagship entertainment weekly, EBuzz and co-produced Cyril: Simply Magic. These shows had budgets ranging from USD\$500,000 to a million-dollars and have picked up nominations for 'Best Lifestyle' series in the Asian Television Awards, 2011 and 2012.*

*I also took charge of day-to-day tasks like sourcing and managing talent for assigned projects, drafting scripts, overseeing and managing budgets, working with the business affairs personnel on contract negotiations, working with the station's marketing/branding teams for original productions, management of commissioned*

*production teams and ensuring that materials were delivered on time, according to the network's expectations.*

*At Sony, I also did projects for the Creative Services Programming department for clients such as Malaysian Tourism Board, Hong Kong Tourism Board, Marina Bay Sands, LG, Garuda Indonesia And Fox Studios, to name a few, to the satisfaction of the clients.*

*These various production/filming assignments have also taken me around Southeast Asia, Australia, Los Angeles, London, India, Hong Kong, S.Korea, Japan and China, allowing me to build invaluable production/media contacts in these places.*

*I'm also a digital savvy producer, having skills in video management, online social media and creating/maintaining blogs including the successful niche travel blog, Ice Cold Land which has received positive reviews from audiences and Trip Advisor. The blog garners a healthy 3,000 – 4,000 views a month with a growing Facebook fanbase.*

*With all that, you may be wondering if I have spare time. Yes, I do and during those downtimes, I enjoy making music, art, watching movies and TV, spending time with family and friends, travelling, cooking and eating, of course!"*

# television/radio/film/stage/corporates

**SPE Networks-Asia Original Productions/Creative Programming Services - Producer & Co-Producer/Director/Video Editor, Singapore (2008 – 2013)**

Sony Style S. 1, 3, 4 & 5 • The Duke • AXN Big Challenge • Men 2.0 (AXN India) • EBuzz • Marina Bay Sands TVCs • Sony Book Donation Vignette • Charmaine's Charity Drive Vignette • Windows Mobile Vignettes • Cyril: Simply Magic • The Amazing Race Asia 4 • Sony Style Music Contest Promos Sony • Style Behind-the-Scenes Online Promo • Garuda TVC • Malaysian Tourism Board Top Picks Vignettes • Apprentice Asia • Fox Studios - Movie Talk S.I

**Disney Channel Asia – Writer/Director/Producer, Singapore (2006)**

Express Yourself Campaign HD Interstitials 2006

**Discovery Networks Asia – Researcher, Singapore (2003)**

Gods Must Be Hungry

**Suria – Researcher, Singapore (2003)**

Ikon Wanita

**Channel News Asia – Promo Writer/Producer, Proposal Writer/Researcher, Writer/Director, Singapore (2006 – 2008)**

Promo Writer/Producer • Modern Migrants • Luxury India

**Channel 5 – Supervising Producer/Writer/Director, Singapore (2006 – 2008)**

Public Insight S.I & S.2 • Heartland Getaways S.I & S.2 • Love Singapore • Beyond the Physical

**Kids Central – Supervising Producer/Producer/Writer/Director, Singapore (2004 – 2008)**

Science Guy Pt 1 • Groom My Room Too! • KaChing! • In Our House S.2 • Super Einstein S.I & 2 • Oli's Wild Adventures

**Arts Central – Writer/Producer/Director, Singapore (2008)**

Art Start • Bare Beauty S.3

**Singapore Film Commission Short Films – Writer/Producer/Director/Co-Producer, Singapore (2003 – 2011)**

Brew (11 min - 2003) • Bubble Tea Kit (14 ½ min - 2004) • Cosmic Dancer (24 min - 2005) • Petrol Lam (12 min - in production now)

**Yayasan Kedah Malaysia – Writer/Producer/Director, Malaysia (2005)**

Echoing Anklets – Multimedia Video Writer & Director.

Nominated for the Boh Cameronian Arts Awards 2006 for Best Ensemble Dance/Multimedia Performance

**Corporate Video Writer and/or Producer for the following videos: (2003 – 2008)**

HPB Myopia Campaign • HPB Obesity Video • MCYS Divorce Video • Securities Investors Association of Singapore • People's Association 40th Anniversary CCC Video Jurong Port • Berita Harian Achiever of the Year Award • URA: Gold Medal for Italian Architecture Video • NTUC Income Digital Warehouse Video, Golden Years Video & Interstitials • Chinese Development Assistance Council • DP Information Group's Singapore 1000/SME 500 Video • Hitachi Data Systems: It's Business as Usual • WDA: Singapore 2006 Customer Service Training Video • Sime Darby Oil Palm School Tour Video • Ministry of Manpower Foreign Domestic Worker Welcome Video/Safety Video • Scitex Digital Printing • Jurong Town Corporation Tech Park Video • Ministry of Manpower, FDW Abuse Video • SINDA – Volunteer Appreciation Video 2008 • NAYTI Leadership Video • WDA Workforce Skills Qualifications Video • Genentech Corporate Video • Her World: Woman of the Year Video 2008

**GWL Advertising Inc, Little Rock, AR, United States (1999)**

Writer and production assistant for TVCs for car dealers in Arkansas, Michigan, Kentucky and Texas.

**Arkansas Educational Television (AETN), A PBS Affiliate, AR, United States (1996 – 1998)**

Studio cameraperson for local political and community-based programs.

**University of Central Arkansas, AR, United States (1996 – 1998)**

Producer/Director - 'The Echo': Documentary on the college newspaper • Journalist/Columnist for the college paper, 'The Echo'. • Studio Director/Camera - Ch 6 University TV Weekly opinions

**University of Findlay, OH, United States (1996)**

Programme Director & Radio Presenter for WLFC 88.3FM

## FCP editor

**SPE Networks-Asia Original Productions/Creative Programming Services - Editor (2009 – 2013)**

Garuda Indonesia • Fox Studios – Movie Talk S.I • Malaysian Tourism Board – Top Picks Malaysia/Hot Spots • EBuzz – Ian Somerhalder Interview/Resident Evil 5 Junket/Last Resort Promo Segment/VW Tourag Singapore Launch

## Adjunct Faculty

DIGIPEN Institute/SIT - Visual Film Analysis Instructor (Jan 2012 – Sept 2012)

Was an adjunct faculty instructor teaching students on visual filmmaking techniques involving pre-production, production and post-production.

# **Blogger**

**Creator and Author of Ice Cold Land – A travel blog on Iceland <http://icecoldland.com> (2012 – present)**

Creator/Author of Ice Cold Land – A blog on Iceland, detailing my personal adventures in the country as well as travel advise/tips and exclusive features on the country. The blog has received "excellent blog" reviews from Trip Advisor and is currently a partner of WhereRYou.com. The site garners advertising interest from the US and the UK with 3,000 to 4,000 visitors a month and a growing Facebook fanbase.

# **Expertise**

Executive Producing, Writing and Editing, Directing, Producing, Video Editing, Project Management, Client Management & Servicing, Managing/Supervising Local and Regional Productions , Creating & Managing Production Budgets, Creating & Managing Production Schedules, Presentation, Task Delegation, Photography, Super8 mm filming, Sourcing Production Crew, Location Fixing, Event Management, Web Creation, Online Web Marketing.

# **Technical Skills**

Microsoft Office, Internet, SAP, Final Cut Pro, Premiere Pro, Photoshop, Inkscape, HD & Conventional Video Recording, DSLR Photography, Lomography, Quicktime, Video Conversions, Garage Band, Filezilla, Social Media.