

ASHLEY MADDALA SHI HUI

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EDUCATION

NGEE ANN POLYTECHNIC

2019 - 2022 | Diploma in Arts Business Management

CHRIST CHURCH SECONDARY SCHOOL

2015-2018 | GCE O-Levels Student

- 7 'O' level passes and 3 distinctions in Elementary Mathematics, Additional Mathematics, and Combined Science (Physics/Chemistry).

WORK EXPERIENCE

2021

MERRY BEES PTE. LTD.

STUDENT INTERN (ADMIN/CREATIVE/COORDINATOR/SOCIAL MEDIA IC)

- Executed Admin tasks such as scheduling, drafting performance agreements, quotations, invoices and other such documents.
- Main creative and co-developed Merry Bees' Virtual Wedding Live Band Social Media Campaign
- Creative for East Coast GRC Virtual Raya 2021
- Experience in livestream video production: videography, set up and switching
- Other roles: Artist Liaison, Client Liaison

2019

GLOOBALOO: RACE AGAINST RHYMES

IN-CHARGE OF FRONT-OF-HOUSE

- In Charge of Front-of-House, Volunteer Management and allocating seating arrangements for the audience members.
- Used Microsoft Excel to layout ticketing and seating plan of the show.
- Was part of the Technical Crew: Designing of slides and Managing of projection.

CAREER OBJECTIVES

Redefine the Singaporean art scene to one that expresses our individuality, culture and heritage to the rest of the world. Storytell for the unspoken.

SKILLS

Photoshop



Illustration



inDesign



Canva



Premiere Pro



Lightroom



Final Cut Pro



Excel



Instagram



Facebook



TikTok



Photography



English (Spoken)



English (Written)



Chinese (Spoken)



Chinese (Written)



2022

MAYA DANCE THEATRE STAGE MANAGER

PAST FORWARD: FAR FAR AWAY & RIGHT HERE
RIGHT NOW

OUR TAMPINES HUB: FESTIVE ARTS THEATRE
23 JULY 2022 & 30 JULY 2022

2022

UNDER THE BRIDGE SERIES / SHAHRIN JOHRY STAGE MANAGER

UNDER THE BRIDGE SERIES: SOCIAL CONSTRUCTS
DRAMA CENTRE SINGAPORE @ NLB
23-24 MARCH 2022

2021

SHAHRIN JOHRY ASSISTANT STAGE MANAGER

RE:MEMORI @ PLAYDEN, ARTS HOUSE SINGAPORE
18-19 NOVEMBER 2021

2019

10 SQUARE / THE MIDDLEGROUND PRODUCTIONS AFTER 7

ASSISTANT STAGE MANAGER
10SQUARE AUDITORIUM @ ORCHARD CENTRAL
22ND - 23RD FEBRUARY 2019

CO-CURRICULUM ACTIVITIES

2020 **NGEE ANN POLYTECHNIC HMS OUTREACH TEAM**
PHOTOGRAPHY HOBBYIST AND SOCIAL MEDIA MAESTRO

- Created graphics and took photos to post on @nphms_official on Instagram, and thought of hashtags and captions for Instagram post on @nphms_official

2020 **VERVE 2020**
DEPUTY HEAD OF PROGRAMMES

- Planned and organised the programme line-up for Verve 2020
- Managed the execution and delivery of programmes (Event Coordination)
- Conceptualised, directed and edited "Get Heard Through Tenacity", a collaboration with SPINNUP from Universal Music Singapore

2020 - PRESENT **NGEE ANN POLYTECHNIC'S HIP HOP CLUB: NEW REVOLVING AGE**
MEDIA MINION / MEMBER

2015-2018

CHRIST CHURCH SECONDARY SCHOOL MODERN DANCE CCA
MEMBER

- Performed at school events.
- 2017 SYF Modern Dance: Certificate of Accomplishment.
- Choreographed and taught a piece to other students for Honours' Day (Staff) in 2018.

2015-2018

CHRIST CHURCH SECONDARY SCHOOL STUDENT COUNCIL

EXECUTIVE COMMITTEE MEMBER

- Second Vice President (2016) and Upper Secondary Secretary (2017).
- Planned and coordinated annual camps and school events.
- In-charge of managing morning duties and Upper Secondary councillors.
- Conducted morning meetings for all of the student councillors.
- Hosted and talked at P6 Outreach Talks.
- Emceed for Honours' Day (Staff) 2016.

EXTERNAL ACTIVITIES AND ACCOMPLISHMENTS

ACADEMICS AND VOLUNTEERISM

- 2020: Lasalle Scriptwriting course: Certificate of Accomplishment.
- 2019: Volunteer at Verve 2019 as an arts booth facilitator, Pangdemonium's 'This Is What Happens To Pretty Girls' Front-Of-House, and Esplanade's da:ns Festival and Mother's Day Concert as an escort.
- 2019: Willing Hearts Singapore: Volunteer by packaging food and sorting vegetables.
- 2015-2017: EDUSAVE Scholarship Award for Top 15% in cohort.
- 2016: Top in English and Top 3 in Secondary Two Cohort.
- 2016: Volunteer @ PAssionARTS event at Admiralty CC.
- 2015: Top in History in Secondary One Cohort.

PERFORMING

- 2022: Super 24: NRA KENZO (Participant)
- 2021: '7 Rings' Concept Video for DROPOUTS SG (Assistant Choreographer, Performer & Video Editor)
- Chingay 2015 and 2020
 - Performer for both years.
- 10 square Youth Arts Incubation Programme (2017-2019)
 - 2017:
 - Acted in 10 Square Year-End Production: Damai Lane Part 2.
 - Emcee at Steinway and Sons' 12-Hour Piano Marathon @ ION Orchard.
 - 2018:
 - Performer as Cha Ching Main Ensemble @ Prudential Carnival 2018 and 10 Square's Year-End Production: LUCKY.
 - Runner in the Stage Manager Crew @ BTBAF 13th Anniversary Show.

REFERENCES

Mr Daryl Chan

Course Chair of Arts Business Management

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Ms ShiLi Yap

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