



Wai Hnin Thi (Kiki Thi)
Content Producer

ABOUT

I'm an audio-visual content producer with 7 years of experience in editorial and production. My passion for the entertainment industry drives me to be a versatile, proactive team player, curating innovative content by leveraging available resources.

EDUCATION

Master's Degree in Film Production - 2024
Solent University of Southampton
United Kingdom

Bachelor of Arts in English – 2016
University of Distance Education
Yangon, Myanmar

PROFESSIONAL EXPERIENCES

Event Specialist | June 2024 – Oct 2024
NETROADSHOW | Southampton, England

- **Manage events** and call bookings via email and phone.
- **Assess client needs**, recommend event types, joining methods, visual elements, and **after-call reports**.
- Act as the **main contact for call organizers**, **operate audio/web conferences**, manage Q&As, and introduce speakers.
- **Build strong customer relationships**, ensuring an excellent experience.
- **Handle high-profile calls** weekly with financial institutions and research organizations **across EMEA and the US**.

ACHIEVEMENTS

Operated the conference call for Barclays, JP Morgan, Jefferies, and Pure Gym.

Production Manager Intern | October 2023 – May 2024
SOLENT PRODUCTIONS | Southampton, England

- **Liaised and coordinated** diverse projects, ranging from university **event production**, **film making to commercial and charity projects**.
- Provided **crucial support** for the **monthly Sports Live event night**, overseeing its smooth execution run by TV and Film students and **stream on YouTube platform**.
- **Coordinated the backstage and OB teams** for **Board master Music Festival**.
- **Administrated and documented the necessary forms and production templates** essential to support the students' part-time work within various productions.

ACHIEVEMENTS

Deep Sea Experiment (Short Film) | Monthly Sports Show Production | Boardmasters Music Festival 2024

Production Manager | 2019 – 2023
CANAL+ GROUP | Yangon, Myanmar

- **Tracked** local and international entertainment **content market**, **analyzed** the trend, proposed the **roadmap strategy** in all aspects of **partnership, investments and timeline**.
- **Established a constant relationship** with external production houses, **stakeholders, and talents** to collaborate and to support local content industry.
- By **overseeing parallel projects**, **executed collaboratively and efficiently** with a range of partners throughout the **production process**, ensuring **deadlines and budgets** are met.
- **Supervised internal production team** as a driving force with a team spirit, providing **solutions to creative and practical dilemmas**.
- Communicated with a **diplomatic approach between internal and external teams**, to ensure success of content in **360 marketing strategies**, spanning from **digital campaigns to on-ground activities**.
- Represented as a **Myanmar editorial member to the Canal+ group's** international editorial committee by actively involving in monthly seminar **for the international scale projects**.
- Served as an **editorial team member** for large-scale projects with **Canal+ and Studio Canal**, contributing to script development for four episodes of *Paris Has Fallen* in 2023.

PROFESSIONAL EXPERIENCES

TRANSFERABLE SKILLS

Creative Content Production · Project and production Management · Editorial Development & Roadmap · Content Analysis & Strategy · Script Supervision · Licensing Agreements & Production Contracts · Event Coordination · Artistic Vision

TECHNICAL SKILLS

Microsoft Office	★★★★★
G Suite	★★★★★
Photoshop	★★☆☆☆
InDesign	★★☆☆☆
Adobe Premiere	★★☆☆☆
Filming Equipment & Operation	★★☆☆☆

Interests

In addition to watching and observing different contents on streaming platforms, I play badminton competitively. I'm an outgoing person who loves socializing at jamming parties or charity events. Listening to people's stories inspires my creativity, especially for the projects I'm working on. I love to read, particularly travel journals that explore arts, cultures, and people around the world. I find that the social interactions and travelling deeply immerse me and fuel my creativity, helping me find new stories and ideas.

ACHIEVEMENTS

- Produced four original TV series annually, along with the weekly and monthly entertainment shows.
- Operated international live event of AACA awards show via greenscreen production during COVID period.
- Distributed three local contents to international market such as M7 from Europe and K+ from Vietnam.

Channel Manager | 2017 – 2019
CANAL+ GROUP | Yangon, Myanmar

- Managed four in-house channels – Lifestyle, Music, Drama and Kids in terms of content strategy to align with channel positioning and target audience.
- Developed an editorial calendar for prime time traffic while implementing promo clips and highlights with internal teams from content evaluation to promotion.
- Led the internal censorship team to ensure the broadcast quality and deadlines are met.
- Supported the editorial team with market analysis and proposed yearly roadmap in all aspects of budget, P&L and on-air times.

ACHIEVEMENTS

- Successfully launched four in-house channels within target timeline.
- Implemented innovative repositioning strategy for Drama channel, resulting in increased viewership.
- Optimized channel highlights for pre and post premiere timeline, improving audience engagement and brought traffic to both channels and social media platforms
- Involved editorially and partially produced three seasons of music talk show and kids edutainment shows.

Fashion Editor & Creative Editorial Manager | 2014 – 2017
MODA FASHION MAGAZINE & AGENCY | Yangon, Myanmar

- Engaged with Editor-in-Chief and creative team to plan monthly editorial theme and cover story.
- Brainstormed and collaborated with the writers for the gripping columns.
- Collaborated with models, photographers, stylists, and occasionally as a stylist and art-director for each fashion editorial photoshoots.
- Developed trusted advisor relationships with clients by proposing relevant and benefiting columns and sponsor opportunities.
- Created trendy and up-to-date lifestyle articles and contents to bring traffic to magazine websites on daily basis.
- Provided event concepts and supported as an event coordinator for fashion nights and networking parties.

ACHIEVEMENTS

- Launched the first-ever innovative fashion website in Myanmar
- Demonstrated exceptional backstage management skills as an artist liaison for global sensational K-pop concerts by 2NE1 and 4Minute tour in Myanmar.



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