

Raj Morgan S/O Rajah

PROFESSIONAL EXPERIENCE

TELEVISION DEVELOPMENT & DISTRIBUTION SPECIALIST

The Moving Visuals Co. | October 2023 – February 2024 (Freelance) February 2024 – August 2024 (Full-Time)

- Researching the television landscape and identifying current trends
- Writing and developing broadcast content
- Researching profiles and storylines
- Brain-storming and generating ideas and concepts for new TV projects
- Writing and developing proposals, treatments, pitchdecks and videos
- Identifying and reaching out to potential clients and platforms
- Contacting, arranging and attending meetings with potential/existing clients
- Tracking and following upon prospective leads
- Networking and keeping in touch with clients, business partners and talents
- Representing the company at industry events
- Analyzing new shows, talking to producers to represent their content
- Talking to potential channels and clients for distribution
- Working to create a strategy for new channels

MARCOM EXECUTIVE

Singapore Cricket Club | June 2021 – February 2024

- Manage internal and external communications within the club. Developing strategy and execution to uphold the institution's reputation.
- Organizing and editing the club's bi-monthly magazine/Journalism.
- Improved data collection and analysis approach to obtain consumer insights
- Overseeing all of the club's communications and advertising collateral
- Creating internal communications material for members including email newsletters
- Overseeing, planning and executing the annual F1 Race including marketing collateral for the organization's location and revenue through sales of tickets, souvenirs and food & beverage.
- Copywriting, Journalism, Website development & maintenance.

BUSINESS DEVELOPMENT MANAGER

AAF Transport Pte Ltd – Part Time | Feb 2022 to September 2023

- Handling the company's MNC clientele, such as Redmart and Lazada
- Leading monthly reviews with partnered companies
- Tying up new contracts for the company from MNCs and SMEs
- Interviewed and handled the onboarding for new employees in the marketing and business development team



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EDUCATION

University of Washington

Communications Leadership
Graduate Student

Northumbria University

Bachelor of Arts in Public
Relations in Mass
Communications, 2020
Graduated with 2nd
Upper Class Honors

Kaplan higher learning institute

Diploma in Mass
Communications, 2017

AREAS OF EXPERTISE

- Creative Storytelling
- Documentary Creation
- Idea Pitching
- Public Relations
- Graphics Design
- Event Management
- Social Media Management
- Trend Monitoring
- Crisis Management
- Copywriting
- Content Creation
- Journalism
- Editorial

BUSINESS DEVELOPMENT/MARKETING MANAGER

Aquila Ascension | September 2019 – January 2021

- Oversight of the start to end of the marketing process with short term plans for overseas expansion
- Utilizing open source research to conduct trend monitoring, identifying opportunities and threats to the organization's business and growth.
- Content creation with analytics to gauge post engagements.
- Crisis communications and reputation management.
- Creating portfolios, pitch decks and approaching external relevant organizations with business development/expansion goals.
- Client Acquisition, social media marketing, content creation, copywriting,
- graphic designing, video editing, marketing research, photography, digital marketing.
- Events planning, and management

MARKETING EXECUTIVE

Mr Karang Guni Pte Ltd – Part Time | May 2018 to March 2020)

- Established branding for the company, a start-up in the recycling industry utilizing new innovative methods to reduce environmental wastage.
- Being the key personnel in charge of answering questions from the media including online news sites and special feature articles
- Overseeing all interviews/articles for the company owners
- Being the first point of contact regarding any media related duties.

SALES EXECUTIVE

Avery Automobil | January 2018 – August 2019

- Creation of all sales collateral and content.
- Client Acquisition, Client Liaison, Cold Calling, Deal Brokerage Between Buyers and Sellers, Sales Negotiation, Marketing Research,
- Photography, and Writing Copy.

OTHER SKILLS

- Business Development
- Photography
- Videography
- Marketing Strategies
- Sales
- Bilingual in English and Tamil as well as basic Mandarin and Malay

HOBBIES & INTERESTS

- Watching and analyzing Television shows
- Professional Wrestling
- Graphic novel collecting & visual storytelling.
- Hosting film & TV discussion circles
- Traveling and learning about different cultures
- Cooking and trying different foods from around the world
- Cycling, Hiking and outdoor living
- Reading
- Creating moodboards and worldbuilding for narrative projects
- Writing stories

PERSONAL PROFILE

Driven and innovative communications professional with a strong track record in content creation, trend research, and strategic marketing. I bring a results-oriented mindset to every project, whether it's ideating campaigns, crafting narratives, or managing brand reputation through crisis communications. My background in public relations includes hands-on experience leading reputation management efforts from start to finish. In television, I've proven my creative ability to turn concepts into compelling visual stories. I'm deeply invested in aligning my work with my company's mission, because I believe that organizational success drives personal growth.