



**OSCAR SHIU**  
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**CONTENT PROJECT MANAGER & CONTENT PRODUCER**

**EXPERIENCE**

**FAS Capital.**  
 2023 - Present  
 Queens, NY USA

**Content Producer**

Lead content production for real estate, marketing, and medical clients, reaching out to vendors worldwide (Fiverr, Upwork, Asia studios) to build production teams and manage full project lifecycles from brief to delivery. Handle vendor selection, scope negotiation, timelines, budgets, and quality control to ensure brand-aligned photo, video, and social assets hit deadlines.

Expanded into website design, brand systems, and UI to support complete digital campaigns.

Create assets using Adobe Creative Suite, Webflow, and Figma, plus short-form vertical video for Instagram, TikTok, and YouTube. Direct social video strategy focused on clear storytelling and consistent execution.

**Select clients:** FSA Capital, Queens Surgical Center (QSC), Pun & Associates, real estate/retail brands, independent founders.

**Jonathan Y Designs, Inc.**  
 2020 - 2021  
 New York, NY

**Content Producer**

Produced video content for Jonathan Y, Eyely, Happiness, and OVALAIR, tailored for social media and e-commerce. Edited footage into polished stories aligned with scripts and boards. Coordinated with in-house photographers and media teams to capture events and promotions. Created A+ content and UGC for social channels and online stores.

**Huopai Media Inc**  
 2019 - 2020  
 Great Neck, NY USA

**Broadcast Engineer**

Directed daily shows for the Chinese community across North America, reaching up to 50k viewers. Coordinated YouTube broadcasts, managed AV equipment, and supervised post-production. Scheduled and coordinated guest appearances, setting up livestreams via OBS and Zoom to deliver seamless live content.

**Roarwork Media**  
 2017 - 2019  
 Sha Tin, N.T  
 HONG KONG

**Producer**

Produced the 2019 Awards Ceremony video, featured in Interior Beauté magazine and showcased on a billboard in Causeway Bay, Hong Kong. Conducted interviews with over 12 individuals and created 10+ real estate and interior design videos, helping interior designers film individual projects. Produced seasonal video content for " The Coffee Academics "to highlight their offerings and atmosphere.

**Miramar Travel - Miramar Group**  
 2015 - 2018  
 HONG KONG

**Multimedia Production Officer**

Produced TV ads and YouTube videos with over 100k views. Traveled to Iceland, China, and Australia for on-location shoots, managing end-to-end production—including planning, filming, editing, and narrating travel content. Assigned to a cruise assignment to document onboard events, capturing authentic moments throughout the journey.

Selected for Tourism Australia's official project, filming high-quality travel video content to showcase destinations and experiences. Handled professional equipment setup, ensured creative direction was met, and organized video archives for streamlined access.

**EDUCATION**

**Higher Diploma in Interior Design**  
 The University of Hong Kong,  
 Hong Kong  
 2014 - 2016  
 The award is at the same level as an Associate Degree in Art and Design

**Certificate in Multi-media Design**  
 Lingnan University, Hong Kong  
 2006 - 2007  
 Awards: Most Outstanding Academic Performance Award - Computer Graphics and Image Processing

**High School Diploma**  
 Delia Memorial School, Hong Kong  
 2003

**SPECIALTIES**

**Art & design direction**  
**Video directing, producing & editing**  
**Visual identity & brand systems**  
**Copywriting & storytelling**  
**Client presentation & pitching**  
**Collaboration & team leadership**  
**Casting & set design**

**Proficient in Adobe Illustrator,**  
**Photoshop, Premier, After Effects,**  
**InDesign, Final Cut, Canva,**  
**Google Applications, & Keynote**