

Derek Dai Wei Xin

FREELANCE VIDEO PRODUCER

dereknotlate99@gmail.com • +601127622865 • Johor Bahru, Johor Darul Ta'zim, Malaysia. •
linkedin.com/in/derek-dai-wei-xin-683b26248?utm_source=share_via&utm_content=profile&utm_medium=member_and

PROFILE

Based in Johor Bahru, I’m a freelance video producer with 1-year experience in brand IP short-video creation for local businesses. I offer end-to-end solutions: IP positioning, IP project management, content strategy, on-site filming and video editing. I help brands produce compelling social-media clips to reach more potential clients and grow their online brand footprint.

SKILLS

IP Positioning & IP Branding Management

Short-form Video Content Strategy

Short-form Video Scriptwriting

On-site Filming

Acting

Short-form Video Editing

CapCut / □□

Social Media Post-Mortem & Data Analysis

CORE STRENGTHS

End-to-End Corporate IP Short Video Service

End-to-end IP positioning, persona management, and scriptwriting Craft comprehensive short videos optimized fo...

Short-Form Video Shooting

On-location shooting with hands-on talent direction Guide speech delivery, refine expressions, and ease camera...

Short-Form Video Post-Production

Precise cutting, fast pacing, and engaging subtitle styling Deliver viral-ready vertical short videos optimize...

Social Media Short-Form Video Ad Production

Produce high-converting short ads with optimized scriptwriting and pacingDeliver fully tailored video assets t...

EXPERIENCE

Content Creator

April 2026 - September 2026

Haverra Concept Studio

- Fully oversee the end-to-end workflow for personal IP creation, including IP positioning, IP project management, content planning, filming and final video delivery
- Align the content direction of IP accounts and produce short-form social media videos

Videographer / Video Editor

September 2025 - February 2026

Influence Engine

- Handles short-form video filming and post-production editing
- Occasionally assists in brainstorming social media content ideas, supporting IP content production for million-subscriber YouTuber Jeff

PROJECTS

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August 2026 - September 2026

Haverra Concept Studio

Project Outcome: Completed delivery of EP1-EP3, 3 finished IP short videos in total Client had an existing 2.1K followers on Facebook, Instagram followers increased from 212 to 218

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May 2026 - September 2026

Haverra Concept Studio

Project Outcome: Built social media accounts from scratch. IG followers grew from 0 to 523, FB followers from 0 to 354. Produced IP short videos with a maximum single view count of 37.8K.

Short-form Video Editing

September 2025 - February 2026

Influence Engine

Project Outcome: Joanne Ng 654K Views □□□□□ 179K Views Garrick Tan 146K Views