

# SERAN YEO

Creative Resume



Seran Yeo is a globally award-winning creative who has a strong background in video production with media industry giants like HBO and Sony Television, and is the creative conceptualiser/director of some of Bless7Up's greatest stories. A multi-faceted creative, the multi-instrumentalist Seran has been playing music from a young age and is strongly aligned towards marrying music with powerful visuals, making every project come alive in an impactful manner.

Always open to experimenting, Seran's love for great stories translates into the work that Bless7Up produces, for notable brands like Resorts World Sentosa, Carlsberg Singapore, Adidas and Spotify. He has also directed and filmed music videos for Yung Raja, Fariz Jabba and Thelioncityboy, to name a few.

## Creative Experience

Key Highlights

**2022**

TikTok Channel Growth

Exploring new territory, Seran started to create several viral mood pieces on his personal TikTok account. Till this date, he has garnered more than half a million views, more than 100 thousand likes and close to 2000 shares on all his TikTok videos.

**2022**

VR Man Fan Trailer

Conceptualised, directed, filmed, edited and world-built the reboot of the VR Man trailer. Filmed in 4 short days, the trailer was completed during the post-production phase in only a month.

**2021**

Universal Music Group

Conceptualised, directed, filmed, co-edited and created visual effects and graphics for Yung Raja's *Mami* music video that was commissioned by Universal Music Group.

**2021**

Chingay

Co-directed, filmed and co-edited episodes 2 & 3 of the Chingay On Wheels mini documentary series.

**2020**

Universal Music Group & Singapore Tourism Board

Conceptualised, directed, filmed, edited and created visual effects and graphics for a music video for local artist Fariz Jabba to showcase Singapore's past, present and future. Commissioned by a collaborative partnership between Universal Music Group and Singapore Tourism Board.

## Get In Touch



+65 9837 2798



imagine@bless7up.net

