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ELI TEE

SOCIAL MEDIA DIRECTOR

AMÉLIE COMPANY

Dear Amélie Company Hiring Committee,

I am writing to express my enthusiastic interest in the Social Media Director position at Amélie Company. As a multiple minority deeply committed to inclusivity and amplifying underrepresented voices, I bring a unique perspective that extends beyond conventional boundaries. With 5 years of experience in social media and a decade immersed in various facets of the music industry, I have cultivated a skill set that goes beyond the ordinary, making me an unconventional yet exceptional candidate for this role.

At the core of my approach is a commitment to storytelling and connecting. I am a multi-hyphenate creative, well-versed across artistic mediums, bringing a wealth of experience and a fresh perspective to the table. My ability to create content assets, conceptualize strategies, and execute with a tech-savvy proficiency sets me apart. Innovation is not just a buzzword for me; it's a way of life. I thrive on generating ideas, overcoming challenges, and achieving goals that push the boundaries of the expected.

As an artist, I possess a unique skill: translating thoughts and emotions into connections with audiences. This understanding of audience engagement extends beyond the digital realm; being an artist with performance experience makes it even more valuable in today's social media zeitgeist, where visuals are paramount.

One of my notable achievements is organically growing my social media channel to over 80k followers with a diverse audience. This accomplishment has not only provided me with a direct line to Instagram but has also earned me recognition in exclusive forums moderated by Meta. Awarded achievement badges — Trend Spotter, Community Builder, and Collaborator — by Meta, and invited to a private creator chat group, I am also a part of a special focus group providing feedback to Meta, further underscoring my expertise.

Skilled at content direction, I bring a strategic approach to social media. My ability to choreograph strategic moments, identify and capitalize on trending news, and relate it to the Brand's narrative allows me to pivot and ride the proverbial "wave" for added momentum. In addition to my creative background, I am a fast learner and highly adaptive. My specialization in organic social media growth is complemented by a deep understanding of paid campaigns, utilizing a myriad of tools and talents to attain the best results.

Beyond my technical skills, I am a team player with a strong ability to lead or collaborate as needed. Malleable in leadership roles, I excel in executing and delegating tasks, always with an eye on deadlines and a strong affinity for metric analysis and analytics. Organized and thriving in fast-paced environments, my unconventional approach aligns with Amélie Company's ethos.

In conclusion, I am excited about the prospect of bringing my innovative mindset, diverse skill set, and passion for storytelling to Amélie Company. My ability to connect with people from all backgrounds, build networks, and thrive in unconventional yet effective approaches positions me as an ideal candidate for the Social Media Director role.

Thank you for considering my application. I look forward to the opportunity to discuss how I can contribute to the success and vibrancy of Amélie Company.

Sincerely,

Eli Tee

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ELI TEE



**DIGITAL CONTENT CREATOR &
STRATEGIST, SOUND ARTIST, COMMUNITY
BUILDER**

PROFESSIONAL SUMMARY

Successful digital content creator and social media strategist with a background in audio production and behavioral psychology. Passionate about community building, uplifting marginalized voices and intersectional stories, with a focus on the Asian and the LGBTQ+ community.

EMPLOYMENT HISTORY

2019 - PRESENT

Digital Content Creator & Strategist , Tuneintoeli (Freelance), Global

- Specialize in creating brand specific content for clients to communicate their brand story and identity, maximize views and increase engagement
- Successfully created content and implemented social media strategy for commercial brands like Zinus, Nanoleaf, Ralph Lauren Fragrances, Azzaro, Spa Sciences and Nomatic
- Organically grew Tuneintoeli social media platforms to over 80k followers on Instagram, 30k on Facebook and 10k on Threads with a wide audience age range from 18-55 years old and a near even split across genders
- Created high performing content across niches with up to 7.5million views, and over 4k comments in engagement and more than 250k accounts reached in Nov 2023
- Built a network of collaborators and social media affiliates across countries, cultures, professional backgrounds and social media niches

2012 - PRESENT

Sound Artist & Music Producer, Tuneintoeli (Freelance), Global

- Composed, produced music and crafted unique sound design for brands and networks like Vera Wang, Victoria's Secret and A&E Networks
- Created and implemented bespoke music, art and dance installations for events and venues like New York Botanical Gardens, The Royal Ontario Museum and The Rockefeller University
- Performed as a solo artist at a myriad of shows and festivals like The Asian Television Awards, CMW, Propelify (Innovation Festival) and Men's Fashion Week Asia
- Function with malleability as both a leader and team player across a plethora of projects to facilitate and coordinate collaboration among various creatives, performers, producers, managers, production studios and vendors on all levels to meet deadlines and ensure project success.

2009 - 2012

Music Producer and Studio Manager, Zai Studios, Singapore

- Co-wrote and co-produced a Number 1 hit for multi-platinum Filipino Artist Sarah Geranimo.
- Created, conceptualized, and produced audio/visual art and content for Brands like Sunsilk and National organizations like The Ministry of Education [Singapore], The Singapore Armed Forces and various secondary and tertiary schools.
- Responsible for co-creating and setting up a full fledge Video and Audio Production Studio that included rehearsal rooms for live bands and performers.
- Coordinate & collaborate with various creators, artists and vendors for the studio.
- Manage and oversee the day-to-day operations of the studio, including scheduling, budgeting, and resource allocation, to ensure smooth and efficient workflow

2007 - 2009

Music Producer and Artist Development, Chynahouse Recordings, Singapore

- Wrote and Produced music for mass media companies like, EMI (South East Asia), Disney as well as various major label Asian Artists like Wang Lee Hom and Wilbur Pan.
- Core Artist development team responsible for carving the visual and sonic identity of the Artists on the label's roster.
- Responsible for pitching audio and visual concepts to Artists, Brands and Labels.
- Collaborate with artists and providing creative direction to ensure the production of high-quality media asset that meets industry standards and resonates with target audiences.
- Curate and evaluate potential artists and talent to roster for label event performances and showcases

EDUCATION

2013 - 2014

4 Semester Program, The Collective School of Music, New York City

4-Semester Program focusing on Jazz & RnB vocals, live performance, audience engagement, keyboards, music notation and audio recording.

1999 - 2004

Bachelor's Degree with Honors in Psychology, York University, Toronto

Bachelor of Arts with Hons. in Psychology.

Core focus on Behavioural and Social Psychology.

Electives in Audio/Visual Production, Photography and Voice & Speech.

MEDIA MENTIONS

Press

Featured in various print and online magazines such as Yahoo! News Online, CLEO Magazine, Female Magazine, Seventeen Magazine, Yonkers Tribune, AMNY, Montauk Sun, Bronx Scene, Harrison Herald, [Faze.ca](#), Deli Magazine, The Straits Times (Singapore), Digital Life (Singapore) and Fashion TV as a performer under former monikers "Eli Tyler" and "Eli T."

SKILLS

Content Creation & Strategy



Social Media Metrics & Analytics



Video Production & Editing



Audio Production & Editing



Talent & Performance Direction



Project Management & Creative Execution



VIDEO & AUDIO DESIGN SOFTWARES

Photo & Video Editing Softwares

- Adobe Photoshop
- Final Cut Pro
- Capcut

Audio Editing Softwares

- Steinberg Cubase
- Propellerhead Reason

LANGUAGES

English



Mandarin



HOBBIES

Discovering new music and art as well as learning about nerdy things like astrophysics and outer space. However, my absolute favorite thing to do is to spend time in nature and being completely off grid. My best memories are going on road trips, hiking, camping and discovering beautiful landscapes with dog.

CONTENT PORTFOLIO

[Website](#)

[Portfolio Highlights](#)