

# Nurul Fadhillah Mohammad Anis

Content Strategist · Scriptwriter · Creative Producer

Content strategist and scriptwriter with 4+ years in social media content creation, branded content, and campaign ideation. Translates brand briefs into formats that feel native to the platform and authentic to the audience, using a psychology and film background to understand what makes people stop, watch, and engage. Works across disciplines: strategy, scriptwriting, production, and client management.

• [nfadhillah.anis@gmail.com](mailto:nfadhillah.anis@gmail.com) • +65 9159 0297 • [linkedin.com/in/nfadhillahanis](https://www.linkedin.com/in/nfadhillahanis) • Singapore

## Skills.

### + STRATEGY & WRITING

Content Strategy Scriptwriting

Platform Copywriting Brand Voice

A/B Testing Trend Analysis

Behav. Psychology

### + VIDEO PRODUCTION

Premiere Pro Final Cut Pro

DaVinci Resolve After Effects

Shoot Producing Videography

Live Production Show Calling

### + DESIGN & AI

Illustrator Photoshop Canva

Claude ChatGPT Gemini Notion AI

CapCut AI

### + PROJECT MANAGEMENT

Notion Google Sheets Excel

PowerPoint

## Work Experience.

### Content Strategist

PROPERTYLIMBROTHERS (PLB) · SINGAPORE'S LARGEST REAL ESTATE AGENCY BY MEDIA OUTPUT JAN 2026 – MAY 2026

#### Content Strategist

- Scripted and led creative strategy for PLB's 'It Matters More' campaign: 8 paid social video ads that drove avg CTR 12.83% (peak 19.12%) across Meta platforms
- Developed content hypotheses and testing frameworks across Instagram, TikTok, Facebook, and LinkedIn, refining hooks, format, and pacing based on platform retention and CTR data
- Identified audience behaviour patterns to sharpen client briefs and develop scroll-stopping creative for brand campaigns
- Led content strategy for clients MasteryCollective SG (brand) and HeyMarcChan (founder), identifying the content format that generated 58.1K Reel views (166x channel outlier), 43.3K carousel views, 1,652 saves, and 19K LinkedIn impressions

Strategy Scriptwriting Creative Direction A/B Testing Multi-channel

### Senior Video Creative

PROPERTYLIMBROTHERS (PLB)

OCT 2023 – JAN 2026

#### Senior Video Creative

- Produced Insights Yappified with a sponsorship from IKEA Singapore end-to-end: a light-hearted branded gameshow-style series developed from concept to delivery
- Took on expanded client strategy responsibilities ahead of formal promotion, serving as account manager for Senoko Energy's branded campaign and director on OverIt's branded video shoot
- Ran A/B tests on YouTube video titles and thumbnails, and researched audience retention patterns to develop script frameworks, experimenting with cinematic, vlog-documentary hybrid, and one-take shoot formats
- Translated R&D findings into 7 new Home Tour formats, scripting each shoot, briefing the DOP, and managing post-production end-to-end, driving +24% above channel retention

Production Directing Sponsor Pitch Format R&D A/B Testing

### Video Creative

PROPERTYLIMBROTHERS (PLB)

APR 2022 – OCT 2023

#### Video Creative

- Produced and edited property Home Tour videos, recognised as one of PLB's top Home Tour editors
- Awarded Top Video Content Creator (2022) and Top Video Creative Award (2023)
- Created motion graphics and visual effects for brand content across PLB's digital channels
- Supported live production operations including company livestreams and events

Video Editing Motion Graphics Live Production

### Intern

PROPERTYLIMBROTHERS (PLB)

SEP 2021 – MAR 2022

#### Video Creative Intern

- Assisted in video editing, motion graphics, and on-set production for property content across PLB's digital channels

## Education.

### BSc Psychology, Minor Film Studies

Singapore University of Social Sciences (SUSS)  
Jul 2022 – Jul 2027 · Part-time

### Diploma in Spatial Design

Nanyang Polytechnic (NYP)  
2018 – 2020

## Awards.

### Polymath Award

PropertyLimBrothers · 2024

### Top Video Creative Award

PropertyLimBrothers · 2023

### Top Video Content Creator

PropertyLimBrothers · 2022