



3 Days Digital Content Creation Training

Becoming a Master Content Creator

Duration

3 DAYS

24 HOURS

Learning Activities

GROUP DISCUSSION,
HANDS-ON SYSTEM
PRACTICE,
PRACTICAL
ACTIVITIES

Training Objective

To be a fully self independent Content Creator mastering all the skills in Content Creation such as Content Writing, Photography & Image Editing, Video Shooting, Editing & Publishing. As well as Social Media Advertising & Marketing Skills in combination with all the Content Created..

Training Outcomes

- ✓ To develop an Advance knowledge on Internet, Social Media & Content Management
- ✓ To be able to Create different types of Digital Content including Image, Video, Writings.
- ✓ To have Advance Knowledge & Skills to Self Manage the different Digital Marketing Content

EMAIL : ewtay@myhi3.com

TEL : 012 442 4826

www.myhi3.com

PROGRAM INTRODUCTION

The Power of Story Telling & Copywriting

The Art of Photo Shooting with Smartphone

Working with Image Designs (Powerpoint & Photoscape)

The Art of Video Shooting

Editing & Creating Video (Capcut)

Managing your Youtube Channel

Working with Facebook Advertising Tool

Building my Online Business Profile & Platform



Trainer – Mr. Tay Ee Wei, was an IT Professional for 18 years. Gaining experience as an IT Practitioner for different industry such as Retailing, Hospitality, Manufacturing & Consultation.

He started providing Training both Internally & Externally since 2014. Focusing on IT Training, the topics & subjects covered ranged from IT Hardware & Infrastructure, Server Configuration & Setup to Website & Ecommerce Designs, Fundamental Programming & Digital Marketing Methods & Tools.

He is currently holding position at Hi3 HRApps Sdn Bhd as Head of IT & Operation, as well as Trainer.

myHi3

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