

Calling all CNM students

Gain a head start to the media industry – thanks to MediaEcho

Conceptualised by former CNM student Soh Junhao (class of 2009), MediaEcho is a revolutionary platform for media students, professionals and corporations in Singapore to network, gain experience and learn from each other. Simply by building and sharing one's creative portfolio, MediaEcho helps creative individuals extend the exposure of their creative works and enhance the feedback and recognition received from the media community.

With the tenets of “Network”, “Experience” and “Learn” (or N.E.L.), MediaEcho seeks to help individuals interested in the creative aspect of the media industry project their "voice" and identity, while allowing them to get feedback and recognition by the media community while doing what they love. Eventually, MediaEcho hopes fresh media graduates will be able to enter the media industry seamlessly.

Said Junhao, “I chanced upon this idea of creating a unifying platform after my CNM internship at Lucasfilm Animation Singapore, where I got the chance to talk to the then-industry relations manager, Amy Quek, about Lucasfilm’s hiring difficulties. She told me that generally, media companies do not have a clear idea of the abilities of the students and their impression is that the local media students are not equipped with the necessary industry skills that they are looking for.”

Junhao, who also has a minor in technopreneurship, thus gathered some like-minded friends to work out the main elements needed for fresh graduates to secure a future in the media industry – and MediaEcho was thus born. Today, Junhao serves as the CEO of MediaEcho with colleagues Vanessa Lim from NTU’s WKWSCI, Thang Wei Wang from Computer Engineering and Lyon Tay from Life Sciences in NUS in his team.

For more information on joining MediaEcho’s N.E.L. platform, please visit www.mediaecho.com.sg



The MediaEcho team