



LEROY LIM

EXPERIENCE

Freeflow Productions

2022 - Present

Writer/Director

- Directed and wrote for national-level commercial campaigns including: MCCY – *National Anthem*, *Singapore Armed Forces – Anything But Regular*
- Led creative development from ideation to final delivery, blending artistic vision with client objectives.
- Oversaw multi-disciplinary teams, ensuring cinematic storytelling across TV, web, and social platforms.

So Drama! Entertainment

2021 - 2022

Director

- Provided creative direction for innovative commercial and narrative works.
- Pioneered the use of advanced media technologies – from robotic camera controllers to VFX-heavy scenes – to solve complex production challenges.

Big 3 Media

2018 - 2021

Director

- Conceptualised and pitched high-impact TVCs, documentaries, and social ads for over 30 clients.
- Advocated narrative-driven storytelling for stronger audience engagement.

Director and Screenwriter (Freelance Film and Commercial Work)

2017

- Partnered with mm2 Entertainment to write and direct TVC and film concepts from pre to post production
- Launched campaign with Cathay Cineplexes for a new product through successful web and cinema TVCs.

SELECTED PROJECTS

Singapore Armed Forces - Anything But Regular (2025) - Punchy recruitment campaign blending action and authenticity.

MCCY - National Anthem (2024) - Cinematic reinterpretation of a cultural touchstone.

Singlife - Cognitive Care Cover (2024) - Emotional, narrative-driven TVC for a national insurance brand.

EDUCATION

Lasalle College of the Arts | 2017

BA (Hons) in Film

Temasek Polytechnic | 2012

Diploma in Communications and Media Management

ABOUT ME

Hi, I'm Leroy. I tell stories that feel. Warm, human, and quietly bold - from concept to screen.

With a decade in film and commercials, I craft emotionally intelligent work that connects.

I lead with collaboration and sincerity, believing the best stories come from a team in rhythm.

CONTACT

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SKILLS

- Directing & Writing (TVCs, Film, Web)
- Creative Leadership & Team Management
- Cinematic Storytelling & Production Design
- Videography & Photography
- Editing (Adobe Premiere Pro, DaVinci Resolve)