

Sheng Jie | @_itssjj

Emotional Storytelling · Warm Visuals · Slow Living

I create calm, reflective and emotionally honest short-form videos
across Instagram, TikTok, RED and Douyin

My work blends daily life, soft narration
and warm visuals —
designed to resonate, not just entertain.



About Me

Quick Facts

- Malaysia-based creator
- Age: 25
- Style: reflective · warm · diary-like
- Platforms: IG, TikTok, RED, Douyin

I'm Sheng Jie — a Malaysia-based creator, originally from Johor. I focus on emotional storytelling and slow-living visuals.

My content is built on honest narration, soft pacing and warm daily-life moments. I like observing people, small details and quiet spaces, turning them into stories that feel personal and calm.

Personal Touch

- Loves walking alone in cities
- Observes people & small moments
- Collects photos, not souvenirs
- Writes thoughts for narrations



CORE COMPETENCIES



Short-form video
production



Creative direction &
visual framing



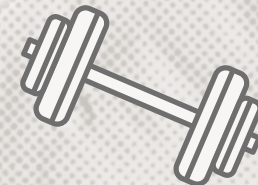
Storytelling



Editing & Sound



Social Media Strategy
& Management



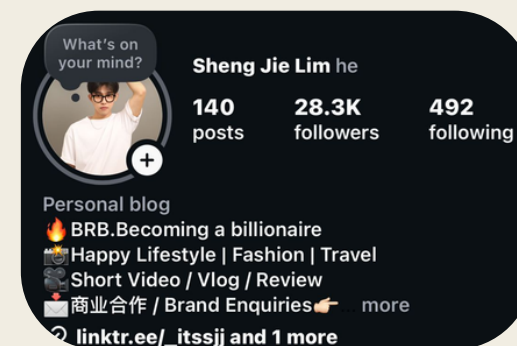
Active Lifestyle Content
Production

Platform Overview

Data Updated: November 2025

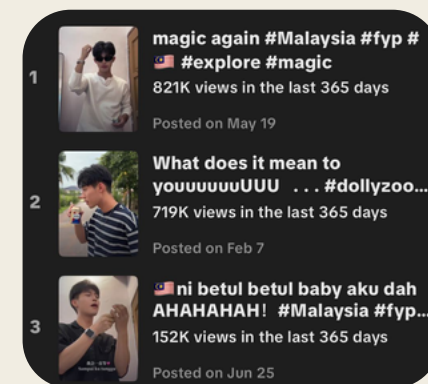
Instagram

- Followers: 28,000+
- 90-Day Total Views: 8.18 Million
- Average story view: 2.5k+
- Exposure Reach: Reached 1.26 Million unique accounts in 90 days.
- Audience Profile: Core audience age 18-34 (80.1%)



Tiktok

- Followers: 6500+
- Total Views of year: 2.5M+
- Traffic Quality: 85.2% of traffic comes from FYP, proving strong organic virality.
- Audience Age: 18-24 years old concentration at 56%.
- Peak Performance: Highest single video view count reached 821K



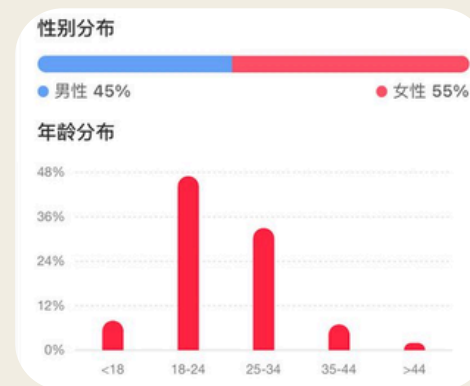
My storytelling translates well across platforms, allowing content to travel smoothly and consistently reach new audiences.

Platform Overview

Data Updated: November 2025

Xiaohongshu (RED)

- Followers: 5,100+; Total Like: 100,000+
- Highest view of the video: 100k+ ; Highest like of the video: 10k+
- Audience Profile: 55% Female; Age 18-34 concentration at 80%.
- Traffic Quality: 57% exposure from platform recommendation — strong organic recognition.



Douyin

Followers: 20,000+ ; Total Like: 1M+

Peak Performance of single video:

Highest view reached 2.2M+; Highest like reached 140k+

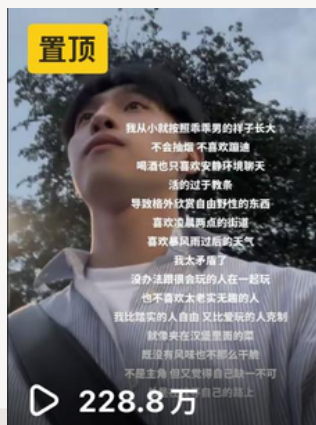
Core Audience Age: 18-30 concentration at 76.4%.

Content Value: Avg. Completion Rate 45.42%, indicating high audience stickiness.



My content consistently performs well across platforms, especially emotional and reflective storytelling.

Top Performing Works



Douyin

Views : 2.2M+
Likes : 140K+
Comments : 4.5K+
Shares : 19K+



TikTok

Views : 821K+
Likes : 82K+
Comments : 1K+
Shares : 5K+



Instagram

Views : 8.4M+
Likes : 257K+
Comments : 700+
Shares : 359K+



Xhs (RED)

Views : 100K+
Likes : 16K+
Comments : 100+
Shares : 700+

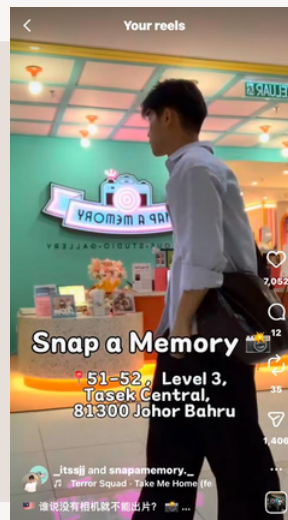
Brand Collaborations



Notable Campaigns



Temu
【9.9 Flash sales】



Snap a Memory
【New Store opening】



Skintific
【Blue Cushion + Setting Spray】



NIVEA MEN
【C&HYA Extra Bright】



UNIQLO
【Thank you Festival】



G-SHOCK
【Ice Break Challenge D-W6900】

Let's Create Something Amazing Together

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