

AFIQAH AMIR

Afiqah Amir (she/her) is a creative entrepreneur and arts management student at LASALLE College of the Arts. She is the Co-Founder and Creative Director of AKAR, a hybrid label that supports emerging artists through personalised talent management and storytelling marketing.

Under her belt, AKAR has spearheaded events such as Underground Uprising at Fort Canning Bunkers, Field Trip at Esplanade Annexe Studio, and Resurgence Vol. 1 at Aliwal Arts centre, fostering platforms for local talent to shine and connect with diverse audiences.

She always had an affinity with music and started her musical journey when she was 5, with classical piano, coming from a family of veteran musicians. Through storytelling, filmmaking, and project management, she advocates for nurturing young talent and amplifying their artistic journeys.



CO-FOUNDER
& CREATIVE DIRECTOR

CONTACT

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WORK EXPERIENCE [ARTS & HERITAGE PROGRAMMING]



Creative Director & Co-Founder, AKAR

Sept 2021 - Present

AKAR is a hybrid label that elevates emerging artists through personalised talent management and unique storytelling marketing.

- Lead the artistic and strategic direction of AKAR, managing a roster of 5 artists and overseeing the release of 2 singles/EPs.
- Curate and direct 6 live events, attracting audiences of 50–200 people, with 2 sold-out shows and features on Mothership, Mediacorp Indigo, and more.
- Secure brand collaborations with Swee Lee, Montigo, and Outside, expanding AKAR's industry presence.
- Spearhead creative content production under AKAR Studios, delivering high-quality photo and video projects for artists and clients.
- Oversee business development and partnerships, balancing artistic growth with sustainable operations.

Social Media & Research Intern, Singapore Heritage Society

May 2025 - July 2025

The Singapore Heritage Society is a leading non-profit advocating for the protection of Singapore's cultural memory through research, public engagement, and policy discourse.

- Led social media rebranding, developing a refreshed visual identity and strategic storytelling formats that strengthened advocacy messaging and increased audience reach and engagement by 700% in 3 months
- Contributed to Pulau Brani advocacy efforts through research, content development, and community engagement, supporting public discourse on cultural memory and heritage preservation amid redevelopment.
- Managed community fundraising initiatives, including:
 - Programming a book fair raising \$4,000+ for heritage advocacy
 - Leading a T-shirt collaboration with Wacky Wears to expand public visibility and participation
- Supported archival documentation of Kelong E63, conducting on-site photography and visual research to preserve records of one of Singapore's last floating fishing platforms and its cultural significance.

Freelance Content Strategist & Creator

Jan 2022 - Present

- Develop and execute content strategies, social media campaigns, photography, and videography for brands like Commenhers, Gain City, Decathlon, and Eco Fashion Weekend.
- Increased Instagram followers by 1,000+ in six months and drove high engagement through trend-based content.
- Created high-performing video content, with 14.6K and 11.7K views on a Decathlon x Commenhers collaboration.
- Specialise in Instagram and TikTok content creation, leveraging analytics to enhance brand engagement.

EDUCATION



LASALLE College of The Arts
BA (Hons) Arts Management
Aug 2023 - Aug 2026

Singapore Polytechnic
Diploma in Media & Communication
April 2020 - May 2023

Temasek Secondary School
GCE 'O' Level Certification
Jan 2016 - Dec 2019

LANGUAGES

English

Native or bilingual proficiency

Bahasa Melayu (Malay)

Native or bilingual proficiency

Javanese

Beginner

ACHIEVEMENTS

ARH IGNITE MENTORSHIP 2.0

January 2026 - June 2026

- Mentored by Evan Low, award-winning music producer and director known for cross-disciplinary work, co-writing National Day songs, and mentoring emerging talent through various platforms
- Developed personal portfolio and industry connections with other mentors such as Ruth Ling and Dr Philip Tan

*SCAPE Creative Fellowship Season 6

September 2023 - December 2023

- Selected as part of SCAPE Creative Fellowship Season 6, a competitive program supporting emerging creative entrepreneurs in Singapore.
- Developed AKAR's business and artistic direction through mentorship, industry workshops, and strategic networking.

Batey Challenge 2023 – Finalist

Singapore Polytechnic

- Achieved Finalist placement in the Batey Challenge 2023, a prestigious entrepreneurship competition.
- Developed and pitched a strategic brand campaign, showcasing creative storytelling and digital marketing expertise.
- Gained valuable industry insights through mentorship and real-world case studies.

Batey Hackathon 2022 – Silver Award

Singapore Polytechnic

- Won Silver Award at the Batey Hackathon 2022, recognising innovative start up ideas, developed AKAR CO (formerly known as dreamALIVE SG)
- Secured school funding to kickstart the proposed project, demonstrating strong business viability and creative execution.

MEDIA MENTIONS

Sandbox Singapore

Featured as part of 100 youth trailblazing founders
August 2025

Singapore Polytechnic Alumni Newsletter

Feature Article on Afiah Amir & Geraldine Foo on AKAR
August Edition 2024

Human Library Book - Youth Edition 2024

River Valley Irregulars

- *Invited to give a sharing for entrepreneurship experience in the art sector*

Field Trip! Media Coverage by Mediacorp Indiego

Featured in Instagram Reel
June 2024