

Xinyun (Chloe) Yin

Marketing | Design | Arts & Culture

Creative marketer, Graphic designer and UX/UI designer. Enthusiastic about crafting ideas, visual elements into user-centred content that effectively communicate the brand message .

EDUCATION

Master of Management (Marketing)

Grade: First Class Honours

The University of Melbourne
| Feb 2021 – July 2022

Bachelor of Commerce (Finance & Marketing)

Grade: Second Class Honours A

The University of Melbourne
| Feb 2018 – Dec 2020

UX/UI Design Bootcamp

Monash University
| Nov 2022 – Present

SCOLARSHIP

2022 Melbourne Graduate Scholarship

The University of Melbourne
| Jan 2022

SKILL

Hard Skill:

- **Design software:** Adobe Illustrator, Adobe Premiere, Figma, Visual Studio Code, Canva, Powtoon, Beepo, Mailchimp
- **Microsoft office software:** Excel (data analysis), Word, Powerpoint

Soft Skill:

- Well-organised
- Team player
- Problem-solving
- Excellent visual communication skills
- Data analysis and Research skills
- Time management and multitasking

Language Skill:

- English (Proficient), Mandarin (Native)

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Portfolio: <https://1drv.ms/u/s!AvfCLmsyvCL2gkr0Qygchqqh51ZI?e=c2cqQz>

EXPERIENCE

Marketing Assistant

My Psychology Coach Pty Ltd. | Nov 2022 – Present

Melbourne, Australia

- Design Marketing strategic plan for the expanding of MPC brand by conducting Industry Research, User Testing Research, User Persona, Competitor Analysis, Social Platform Marketing Strategy, B2C and B2B marketing strategy.
- Analyse Competitors' social profile in Medical Service platform (Psychology Today, mosh, The Hart Centre, Bark, etc.) and other online channels (Website, Apps)
- Design Deliverables (Print Material: Business Card, Brochure, Flyer ; Digital Material: Email signature, Email Header & Footer, Powerpoint Template, etc.)
- Assist Brand positioning for the brand, including brand icon, colour and ideal position on industry perceptual map.
- UX/UI Designer for Website (Webpage and Mobile version)

Marketing and Event Intern

Payton Capital Ltd. | Sep 2022 – Nov 2022

Melbourne, Australia

- Conceptualised, planned and organised events of different sizes (10-30 high-net-worth clients) for different departments (investment service department, borrowing service department)
- Aided in administrative logistics of events planning, including site-visit, contract signing, fee collection, event booking and promotions.
- Work closely with marketing manager and relationship manager to maximise performance of specific events for high-net-worth clients
- Manage workflow and content calendar working to continually improve the process
- Work with marketing manager and relationship manager in the development of marketing strategies, client development plans and pursuit capture planning.

Marketing Co-ordinator & Graphic Designer

Litecard Pty Ltd. | May 2022 – Oct 2022

Melbourne, Australia

- Planning Website designs, functionality and navigation, along with audience funnels and data capture points
- Handling all composition, colour, illustration and branding for projects
- Designing personalised website for middle, senior level clients
- Creation of a few demo pages and colour palette (5-6 pages)
- Modifying Documents (White-paper, Value proposition) with few versions
- Conduct Social Media planning
- Designing Email template for the real estate company in BeePro

Assistant Project Management

Castiglione Art & Culture Pty Ltd. | Jan 2022 – June 2022

Melbourne, Australia

Marketing & Ticketing

- Conduct Marketing Research on Arts exhibitions and Performing Arts in the World Market (North American and APAC markets)
- Prepare content, including Graphic design, video editing and copywriting in both English and Chinese
- Manage past customer's data and send out eDMs via Mailchip.com
- Manage the media kit via WeChat, Facebook boost, Limelight, Eventbrite, Ticketmaster and Humanitix

Sponsorship

- Negotiate collaboration and present the proposal
- Liaise with sponsors for complimentary tickets and promotion services