

CHAN LI SEN

Student

Digital Advertising



+601128360304
 chanlisen08@gmail.com
 1 Razak Mansion, Kuala Lumpur
 [www.linkedin.com/in/chanlisen-0214932a0.com](https://www.linkedin.com/in/chanlisen-0214932a0/)

I'm currently a **2nd Year Bachelor's Degree Student** in **Asia Pacific University(APU)**, based in **Malaysia**. I am a **Digital Advertising student** with an interest in media planning with combination of advertising photography skills.

With the skills that learned in university, I'm looking to apply my skills towards a company's needs. I'm proficient in **Adobe Creative Suite(Photoshop, Illustration, Premiere Pro)**.

EDUCATION

Asia Pacific University

2022-2025

B.A. in Digital Advertising

Tsun Jin High School

2016-2022

SKILLS

- Adobe Creative Suite(Photoshop, Illustration, Premiere Pro)
- Photography
- Research Doing
- Time Management
- Communication Skills

LANGUAGE

- Chinese
- English
- Cantonese
- Malay

EXPERIENCE

COPYWRITER

University Assignment

KTM has been a significant player in the public transport market in Malaysia for a long time, particularly in the railway system. However, its brand image isn't very positive, and reviews are mixed. Therefore, a creative copywriting portfolio comprising of Electronic Direct Mailer, Online Press New Release, Social Media Feature Article & Online Recruitment Ad was created to establish a good KTM's brand image.

MARKET RESEARCH

University Assignment

The client, **Livingstone Healthcare**, wants to start a brand campaign to make more people aware of their skincare product, "**Q+A**," in Malaysia. A **pitch deck** that included **research, brand essence**, a plan for **three-month campaign**, and a **suggested timeline** was created.

MARKET RESEARCH

University Assignment

MyBurgerLab has been in the food and beverage market for many years but still struggles to become a focal point in people's discussions. This has resulted in **low brand recognition** for MyBurgerLab. Therefore, a **brand campaign that focusing on creating buzz** by using **partnering influencer marketing** and **promo&offer marketing** is proposed.