

## WORK EXPERIENCE

**Higher Education Marketing-Coordinator (Mat Cover) - Chichester College Group**

Dec 2024 - Present

I have hands-on experience in planning, organizing, and executing integrated marketing campaigns across various channels, including social media, email, and event marketing. I've also supported the coordination of marketing events, ensuring alignment with business objectives.

**Key Responsibilities:**

- Boosted social media reach by 30% through trend-based campaigns on Instagram, LinkedIn, and TikTok, tracked via Hootsuite and Mailchimp.
- Covered college events regularly by capturing content, conducting interviews with students and the public, and sharing real-time updates.
- Created and managed engaging website content using WordPress and Canva, enhancing the college's online presence.
- Contributed to the success of major events like the London UCAS Discovery Event through targeted promotional planning and execution.

**Content & Marketing Officer - Young Malaysian Engineer (YME)**

June 2025 - Present

I drive the creative and strategic marketing efforts for MSTC'25 to boost engagement, visibility, and success.

**Key Responsibilities:**

- Developed and executed content strategies and marketing campaigns to promote MSTC'25 initiatives across LinkedIn and Instagram, driving audience engagement.
- Created visually impactful content and social media posts using Canva and Adobe Suite to support outreach and branding goals.
- Led t-shirt design projects and contributed creative ideas in team meetings to align marketing efforts with overall brand messaging.
- Collaborated with cross-functional teams to ensure consistent branding and effective communication across all digital platforms.

**Social Media Manager - Big8League**

May 2024 - Present

I handle end-to-end content creation and management to boost engagement and attract new players. My role involves producing visual and video content, analyzing trends, and maintaining a consistent online presence, especially on game days.

**Key Responsibilities:**

- Captured and curated high-impact photo and video content of football matches, averaging over 2,000 views per video on social media
- Designed sophisticated game posters and dynamic visual assets using Adobe Photoshop and Lightroom to elevate the brand's visual identity.
- Produced expertly edited highlight reels, match summaries, and photo carousels with Davinci Resolve, Premiere Pro, and After Effects, delivering cinematic-quality storytelling.
- Strategically analyzed sports content trends to develop a data-driven content calendar, executing live posts and scheduled campaigns that maximized engagement and player recruitment.

**Digital Marketing Intern - University of Sussex Accelerator Startup Programme**

May 2024 - Sept 2024

I played a key role in supporting social media and campaign efforts. I contributed to content creation, market research, and strategy development to boost the brand's online presence and overall marketing impact.

**Key Responsibilities:**

- Played an integral role in conceptualizing and refining innovative marketing strategies through active participation in high-level brainstorming sessions and website development for the campaign launch.
- Executed sophisticated product photography and conducted in-depth trend analysis to craft compelling content that effectively elevated brand visibility across social media platforms.
- Strategically created and scheduled engaging multimedia content, optimizing outreach and audience engagement for the startup's digital presence.
- Attended key industry events to capture real-time content and gather critical market insights, enhancing campaign impact

**Photographer - The Badger**

Jan 2024 - May 2024

Served as the lead photographer for The Badger, collaborating across departments to deliver compelling visual narrative, elevating university publications.

**Key Responsibilities:**

- Distinguished photographer for The Badger university publication, with featured front-page work exemplifying exceptional visual storytelling.
- Collaborated seamlessly with cross-departmental teams, including copywriting, to produce cohesive and compelling coverage of university-wide and societies' events.
- Consistently delivered high-caliber photographic content that was showcased in the university's esteemed arts magazine and selected for exhibition in a renowned art gallery.

## EDUCATION

**University of Sussex**

BSc Game Development &amp; Multimedia(Honours)

**Universtiy of Sussex**

International Year One in Computing

## PROFESSIONAL CERTIFICATES

- Content Marketing: Ways to Repurpose Content
- Digital Marketing Professional Certificate by Content Marketing Institute
- Email Marketing Professional Certificate by MailChimp
- Email Marketing: Strategy and Optimization
- Marketing: Copywriting for social media
- Technical SEO
- Email Marketing Strategy: Warm Up a Cold list

## TECHNICAL SKILLS

**Tools:** Hootsuite, Mailchimp, WordPress, Canva, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe Lightroom, DaVinci Resolve, Microsoft Office (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides), Google Analytics, Monday.com

**Soft Skills:** Leadership & Interpersonal Communication, Adaptability & Versatility, Problem Solving & Critical Thinking, Creative Thinking & Innovation, Strategic Planning & Execution, Collaboration & Teamwork, Adaptability to Market Trends, Data-Driven Decision Making, Attention to Detail & Quality Focus, Customer-Centric Mindset, Project Management, Persuasion & Influencing Skills, Analytical Thinking & Interpretation, Resilience & Stress Management

**Languages:** English, Mandarin, Malay, Cantonese

## EXTRACURRICULAR ACTIVITIES

- Lingo Liberation Digital Engagement Specialist - LinkedIn Strategy
- University of Sussex Sports Photographer
- Member of XRInitiative Brighton Community
- Member of Unity Brighton Community
- Events videographer
- Events photographer
- Volunteer for Evolve 2025 Brighton
- Member of ASYNC Silicon Brighton