

# Yingtong Peng

## Summary

With more than 9 years of marketing experience and 7 years of formal design education, I have a deep understanding of how design contributes to achieving sales goals. I have also acquired proficient design skills in the use of various design software. Looking for jobs in graphic design and marketing.

## Experience

- ▶ **Grandeur Wellington –**  
Marketing Coordinator & Graphic Designer  
Adelaide, SA 01/04/2019 – present
  - ▶▶ Producing marketing materials, including – Logos, photos, videos, posters, label artworks, brochures, articles, etc.
  - ▶▶ Managing company website and social media; Making marketing plan, promotion calendar and rebranding plan, etc.
  - ▶▶ Communicating with winery team to produce photos and videos for marketing purposes.
  - ▶▶ Communicating with social media platforms and magazine for company promotions.
  - ▶▶ Communicating with wine label printing companies for label making.
- ▶ **Sino Media –**  
Marketing Coordinator & Graphic Designer  
Adelaide, SA 01/02/2016 – 31/03/2019  
01/10/2022 – Present
  - ▶▶ Communicating with clients, making standard or customized advertising packages for clients, and producing their marketing materials.
- ▶ **CTCU Tourism Planning Company –**  
Urban Designer  
Shenzhen, China 2014– 2015
- ▶ **2013 Shenzhen – Hong Kong Bi-City Biennale of Urbanism \ Architecture**  
Urban Designer and Exhibitor  
Melbourne, Vic & Shenzhen, China 2013

## Contact

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## Skills

- ▶ Design software –  
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Premiere Pro, Auto CAD, Sketchup.
- ▶ Office software –  
Exro, Word, PowerPoint, Excel.
- ▶ Languages - English, Mandarin.
- ▶ Other skills –  
Coding, Javascript, Hand drawing, photography, mailchimp.

## Education and Trainning

- ▶ **B.A.U Design Company (Part time)**  
Project: Upark City Complex  
Melbourne, Vic 2012
- ▶ **ID & A Interior Design Company (Part time)**  
Project: Melbourne Holiday KTV  
Melbourne, Vic 2011
- ▶ **University of Melbourne Australia Master of Urban Design**  
Melbourne, Vic 2011– 2013  
Design Thesis 80%
- ▶ **Shenzhen University Bachelor of Urban Planning**  
Shenzhen, China 2005 – 2010