

YUEN Tsz Ching

HONG KONG

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PROFILE

Passionate in creative industries, with experience in producing animation, documentary, video news, photography and digital marketing. Ability to adopt creative skills for ideas contribution. Great adaptability and team player. Quick learner.



WORK EXPERIENCE

Account Executive - PRIZM Group

Aug, 2023 - March, 2024

- Develop digital marketing strategies aligned with their business.
- Create persuasive and visually appealing pitching decks.
- Monitor and analyze client page metrics.

Project Assistant - ViDe Insight Asia

Aug, 2022 - May, 2023

- Edited over 40 showcase videos for client reference.
- Assisted design team and animated the materials further.
- Conducted marketing research and analyzed current trends; copywriting for its social media.

Media and Marketing Intern - Jollymap, Playout Ltd.

May, 2021 - Jul, 2021

- Creative content creation
- Video production and product shooting.



EDUCATION

Bachelor of Arts in Digital Television and Broadcasting — City University of Hong Kong

Department of Media and Communication

September, 2020 - February, 2023

Study Abroad — The University of Utah, USA

Concentration in Communication and Arts

August, 2021 - December, 2021

GPA: 4.0, Dean's List

Associate of Science in Creative and Interactive Media Production — Community College of City University

September, 2018 - June, 2020

Graduated with Distinction. Placed on the Principal's List

▼ DETAILS ▲

Tel

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Email

tszcyuen@gmail.com

▼ LANGUAGES ▲

English



Cantonese



Mandarin



▼ SKILLS ▲

Software

Adobe Photoshop

Adobe Premiere

Adobe After Effect

Adobe Illustrator

Adobe InDesign

Autodesk Maya

Microsoft Suite

Programming

Java Script

HTML

▼ AVAILABILITY ▲

Late April