

WONG JIA HUEI

☎ +673 879 8011 ✉ heyjoeywong@gmail.com in Joey Wong

PROFILE

I'm a creativity-driven individual with a multidisciplinary background in Design & Creative Industries. Highly self-motivated and willing to learn, I'm always looking for opportunities to challenge myself.

TECHNICAL SKILLS

Digital Marketing

Proficiency in online marketing tools including Meta Business Suite

Content Development

Familiar with current trends and consumer preferences

Copywriting & Editing

Experience in various fields of copywriting

Graphic Design

Skilled in Adobe Illustration & Adobe Photoshop

PERSONAL SKILLS

Adaptable

Attentive

Collaborative

Creative

Resourceful

Solution-Oriented

PROFESSIONAL EXPERIENCE

Jun 2021 – Feb 2022

Social Media Manager, Tiga Creative Studio

- Collaborated with Sales and Design teams to plan and delegate social media content while ensuring timely and satisfactory results.
- Facilitated communication between clients and internal teams to produce effective and high-quality advertising content.
- Responsible for campaign conceptualization and creative copywriting.

Jan 2020 – Apr 2020

Intern, Kaleidoscope Studio

- Assisted in event planning and management. Created digital assets to boost social media engagement.

EDUCATION

B.A IN DESIGN AND CREATIVE INDUSTRIES,

Universiti Brunei Darussalam

2017 – 2021

First Class Honours

GCE A'LEVEL,

Maktab Duli Pengiran Muda Al-Muhtadee Billah

2015 – 2016

3 A'Levels

GCE O'LEVEL, Chung Hwa Middle School

2001 – 2014

8 O'Levels

CERTIFICATES

The Fundamentals of Digital Marketing

Google Digital Garage

Certificate ID: VT5 PUH EL2

PROJECTS

2021

BIBD ASPIRASI 4, Advertising Campaign

- Conceptualized the main campaign theme and direction
- Provided copywriting for both digital and print assets
- Scripted and created storyboards for three video assets for promotional use
- Directed and assisted in the filming process of video assets

2021

SPECTRUM 2021: ANEW, Graduation Exhibition

- Treasurer
Served as a core member of the executive committee in managing the monetary transactions and financial records of the organization.
- Head of Marketing & PR
Led the team in processing all marketing and public relation matters including social media marketing, content ideation and production, copywriting and more. Assisted in reaching out to companies to negotiate sponsorships.
- Editorial Writer, Designer & Proofreader
Tasked with writing and illustrating articles and content for 'The Creative Issue' as part of the exhibition. In charge of proofreading and editing content for the exhibition catalogue.