

WONG JIA HUEI

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PROFILE

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

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

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.

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

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.