



# Kong Jieyi

## Student, 21

I am currently a final year student at University at Buffalo (SIM), majoring in Communications.

## Professional Skills

Basic Design Knowledge  
Adobe Illustrator & Photoshop  
Canva

Basic HTML & CSS Knowledge

### Others

Microsoft Office  
Social Media Management  
Content Creation  
Project Management

## Education History

University at Buffalo  
(SIMGE)

Bachelor of Arts  
(Communication)

- Attended from Aug 2019 - Aug 2021  
(Expected GPA: 3.5)
- Dean's List Spring 2021

Singapore Polytechnic  
Diploma in Media and  
Communication

- Attended from 2016 to 2019 (GPA: 3.24)
- Edusave Good Progress Award 2019

## Work Experience

Project Management Intern  
TBWA\ Singapore  
Sept. 2018 to Apr. 2019

- Serviced the SIA account
- Managed ATL & BTL assets
- Work closely with Brand Management and Creatives to ensure flow of day-to-day work.
- Managed timelines on various projects

Retail Associate (Part Time)  
Pull & Bear  
Apr. 2019 to Aug 2019  
Nov 2019 to Jan 2020

- Assist on floor and fitting room duties
- Assist during visual merchandising
- Stock take

Hotel Receptionist  
Hotel YAN  
Dec 2017 - 02/2018

- Front desk duties, liaising housekeeping
- Keeping check of customer accounts during check-in and out

## Summary

A forward-looking individual, I strongly believe in taking initiative in my work. My passion in the marketing and advertising industry has led me to continue pursuing Communication studies in university. Having experienced life in an agency during my internship, I'm accustomed to working with tight deadlines and thrive under pressure.

## Certifications

Google Ads Search Certification

## Contact

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## References

Luke Tan (Singapore Polytechnic Lecturer)  
luke\_tan@sp.edu.sg

# Notable Works

View at [jieyiii.wixsite.com/hello](http://jieyiii.wixsite.com/hello)

## IMC Work

### Sustenance of Samsung S8 & S8+ (2017)

- **Aim of brief:** Create buzz-worthy campaign to promote S8 & S8+.
- Team was shortlisted to present campaign to Starcom Mediavest.
- **Role:** Troubleshooter, Budgeting, Media Planning and Copywriter for social media platforms.

### "Don't Be Afraid to Be Polite" with Singapore Kindness Movement (2016)

- **Aim of brief:** Create a campaign to cultivate residents of HDBs to take better care of their neighborhoods.
- Team was shortlisted to present to Singapore Kindness Movement and I was selected for the client presentation.

### "Don't Hide Just Seek" with Singapore Kindness Movement(2017-2018)

- **Aim of brief:** Execute an event to cultivate neighbourliness in secondary school students
- **Role: Social Media Manager** for all social media platforms. Includes ad purchasing and monitoring on various social media accounts and copywriting.
- **@donthidejustseek** (Instagram Account)

## Social Media Work

### SkillsFuture MOE Instagram Takeover (2018)

- **Aim of brief:** Create social media campaign to create hype for SkillsFuture 2018
- **Role: Social Media Manager.** Took over @moesingapore's Instagram account for event coverage. In-Charge of facilitating actual day event coverage video and activities.
- **@moesingapore** (Instagram Account)

## Production Work

### RF360 Healthy Living & Workplace Safety (2017-2018)

- **Aim of brief:** Produce and film corporate videos for RF360.
- **Role: Team Lead & Producer.** In-charge of leading my team to plan and shoot the videos. I was also the main liaison with the client.

### Radio and TV Production and Management Live Show (2017)

- **Aim of brief:** Produce and film live game show for polytechnic year 2 production project.
- **Role: Producer and Team Lead.** In-charge of overall artistic direction and content for both live and recorded content. Planning of timelines and led meetings.