

Kay Chua

Digital Marketing Graduate

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Education

Swinburne University of Technology

B.A. Digital Advertising Technology

Skills

| | |
|------------------|--------------|
| Team Cooperation | Copywriting |
| Project Managing | Prototyping |
| Content Creation | Wireframing |
| SEO | User Flow |
| Data Analytics | User Testing |
| Video Editing | |

Tools

Microsoft Office
Salesforce
Adobe Analytics
Google Ads
Notion
Miro
Figma
Adobe CC
HTML5, CSS3
Premiere Pro

Work Experience

Marketing Assistant | 2 month internship (current)
Landrace Life Sciences

Improved the website's SEO from D - to B + (SEOptimer) by analysing it and troubleshooting the necessary fixes. Created various graphic and video content for the company's social media, increasing the reach and impressions significantly. Recreated the company's document templates by making it more user friendly and sustainable for future use.

Project Manager | Apr - Dec 2020
Rotary Club of Croydon & Montrose

Launched the club's new website, creating a fresher and more welcoming atmosphere to potential club members looking to join. Consistent liaison with stakeholders, led meetings, organised timeline and coordinated with the team to achieve the project's KBR of increasing club members through new website and engagement on social media.

Barista | Nov 2020 - Present
Little Pony Goes to the Market

Highly efficient in multitasking and bringing good-quality customer service towards regulars and encouraging more new regulars to the cafe through excellent coffee and communication.

Social Media Manager | Jun - Dec 2019
Foosball Victoria

Create copywriting and digital content for local Foosball Community to increase social media presence, gain followers and enhance the brand's engagement online.