



LOO TYAN JIA

MASS COMMUNICATION STUDENT



CONTACT



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EDUCATION



2016- 2020

Sijil Pendidikan Malaysia

SMJK Kwang Hua



2021- 2022

**Foundation in
Communication**

Taylor's College



2022- present

**Bachelor of Mass
Communication**

Taylor's University



LANGUAGE

• English

• Chinese

• Malay



PROFILE INFO

A dedicated Mass Communication student who had experience as a project director. Through overseeing a successful project, I developed the ability to handle complex tasks within short-period deadlines and interpersonal skills. With a passion for self-development, I am eager to learn and apply all the skills in a challenging role.



EXPERIENCES



Community Project Executive

Aug'22- Feb'23

(SDG4-Education), AIESEC in TU

- Overseeing the project 'Speak Up', which mainly focuses on improving high school students public speaking skills and enhancing their knowledge in the STEAM field.
- Secured partnership collaboration with school partners and learning partners
- Provide guidance to volunteers and delivered a great experience in their volunteering journey.
- Strategise marketing plan to showcase the project.



Organising Committee of

Feb'22- Aug'22

Youth Experience, AIESEC in TU

- In charge of the documentation process of the project 'Speak Up'
- Arrange interview slots to recruit the volunteers, being an interviewer as well
- Creating a communication platform for all stakeholders of the project 'Speak Up', as well as onboarding all the volunteers.



MY SKILLS & EXPERTISE

Partners Pitching



I developed the skills to communicate effectively and create proposals that match the goals of stakeholders. This allowed me to tailor my approach to different audiences and become better at presenting ideas.

Webpage/ Graphic Design



I adapted my skills using Adobe Photoshop, Indesign, and Premiere Pro by completing assignments that involved designing posters and multimedia projects.



MY REFERENCE

Ms Ima Liana Esa

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Chin Yan Bin

Local Committee President of

AIESEC in Taylor's University

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