

Lee Min Hua

Business Psychology Graduate | Model with Branding & Marketing Skills | Photography & Video Editing Enthusiast

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EXPERIENCE

GlobalIT, Petaling Jaya — *Multimedia Editor*

Nov 2021 - Jan 2022

Responsible for editing photos taken by photographers, particularly those related to product modeling. Additionally, edits and cuts raw video footage provided by clients, tailoring the content to meet specific needs for social media and advertising. This work has significantly helped clients gain more leads and increase conversions, demonstrating the value of high-quality visual content.

EDUCATION

HELP University, Shah Alam — Bachelor of *Business Psychology*

Jan 2021 - Apr 2024

Completed a comprehensive program in Business Psychology, focusing on the intersection of human behavior and business practices. Gained valuable skills relevant to digital marketing, such as understanding consumer behavior and effective communication strategies. Led a team of students in organizing a successful talk show/event, managing multiple vendors and coordinating logistics under tight deadlines. This experience honed time management and project management skills, crucial for executing marketing campaigns and events efficiently.

SKILLS

Digital Marketing
Project Management
Video Editing
Photography
Microsoft Office

LANGUAGES

English, Mandarin, Malay