

# AMELIA CHEN

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## \_GOALS.

Expand and maximize experience in company through digital marketing contribution in a motivated, energetic team environment.

With an interest in social media and web design, I wish to integrate and utilize my knowledge into my work and excel as a mature professional.

## \_EDUCATION.

2009 - 2011 (expected)  
**Murdoch University**  
Bachelor of Commerce  
Marketing and Public Relations

2006 - 2009  
**Nanyang Polytechnic**  
Diploma in Digital Media Design  
(Specializing in Interactive Media)

## \_EXPERIENCE.

May 2009 - Present  
**Premier Farnell plc**  
Marketing Executive  
Web & Creative Services  
*Defined eDM customer templates for APAC  
eDM Blasting, Testing with Optimost  
Support and manage APAC sites  
Internal Communications*

July 2008 - Present  
**{WP}ooky\***  
Creative Designer  
*Self-initiated project designing print  
(cards, stickers, calendars)*

Sept - Nov 2008  
**Pixelsquad Pte Ltd**  
Intern  
*Developed collaterals with given briefs  
Maintained websites of clients  
(3M Office Stationery)*

## \_SKILLS.

**Adobe Creative Suite**  
Photoshop, Illustrator, InDesign  
Dreamweaver, Flash, Fireworks

**Web Design & Development**  
HTML, CSS, Actionscript, Adwords,  
Search Engine Optimization (SEO)

**Microsoft Office**

**Photography**  
Lightroom/Aperture, photo retouching

**Time Management**  
Juggling between part-time studies  
and work

## \_INTEREST.

- Digital P.R. and Marketing
- Internet, Web 2.0 & web Design
- Internet marketing:  
social media and SEO geekspeak
- Books
- Human Interaction and networking
- {WP}ooky\* passion