

EDUCATION

NORTHWESTERN UNIVERSITY, *Evanston, IL* **2010 - 2014**
B.S. in Communication, graduated *magna cum laude* with Departmental Distinction | GPA 3.9/4.0
Major: Communication Studies | Minor: Art History | Integrated Marketing Communications Certificate
Honors: Departmental Excellence Award, Communication Century Scholar, Singapore Government Scholarship

QUALIFICATIONS & TECHNICAL SKILLS

MULTIMEDIA SOFTWARE SKILLS

Expert at Adobe (CS6) Photoshop, Illustrator, InDesign & Acrobat Pro | Proficient at QuarkXPress 9 | Intermediate HTML5 & CSS | Proficient at WordPress | Expert at iMovie

GENERAL SOFTWARE SKILLS

Expert at Microsoft Word, PowerPoint, Outlook & Excel | Proficient at SPSS | Proficient at Apple Keynote | Familiar with Mac & PC operating systems

DESIGN EXPERTISE

Graphic Design | Branding & Identity | Print & Online Marketing | Illustration | Intermediate Web Design | Intermediate Video Editing | Basic Motion Graphics

PUBLIC RELATIONS EXPERTISE

Press Releases | Business & Feature Writing | Social Media | Event Management | Pitching | AP Style

PROFESSIONAL AFFILIATIONS

AIGA (Chicago Chapter)

PROFESSIONAL EXPERIENCE

THE WALT DISNEY COMPANY, *External Communications Intern, Lake Buena Vista, FL* **01/2014 – 06/2014**

- Crafted stories highlighting important segment-wide initiatives in community relations, minority business development, innovation, safety, business practices and conservation, contributing to brand and reputation management
- Coordinated and produced graphic, video and written content for Public Affairs website, social media, and MouseMail, a monthly newsletter distributed to 60,000 key stakeholders in Central Florida and beyond
- Assist in strategic issues management by conducting topical research, bearing in mind multiple sensitivities, complex information and quick turnarounds
- Support events attended by 300+ global journalists by hosting media, editing releases and coordinating logistics, including the Seven Dwarfs Mine Train press event, MyMagic+ rollout, & Good Morning America shoot at Give Kids The World.

THE SECOND CITY, *Graphic Design Intern, Chicago, IL* **04/2013 – 12/2013**

- Design more than 250 print and web collaterals for all divisions of The Second City across Chicago, Toronto and Hollywood, including the Mainstage, UP Comedy Club, Norwegian Cruise Line stages and Training Centers
- Collaborate with Art Director, Producers and Marketing Managers to develop title treatments, logos, and supporting art for more than 5 shows, including *Second City's Dysfunctional Holiday Show* and *Miracle on Wells St.*

MINISTRY OF HEALTH, *Corporate Communications Intern, Singapore* **07/2012 – 10/2012**

- Wrote 2 factual articles for Ministry's website to address public concerns on water fluoridation and the H5N1 virus
- Assisted in securing media coverage for 6 events by networking with journalists and preparing press releases
- Translated Mandarin news for media reports sent to 500 staff, including executive personnel & Minister for Health

LEADERSHIP

P L A C E ART SHOW, *Branding & Communications Chairperson, Singapore* **01/2011 – 07/2011**

- Designed full brand identity for show, including logo, website, posters, fliers, letterheads and invitation cards
- Wrote and distributed press release and media kit, resulting in features published in national newspapers The Straits Times, The New Paper, and Lianhe Zaobao, as well as in at least 5 design and culture websites
- Managed marketing and publicity efforts in collaboration with 8 other executive board members in order to attract more than 600 guests in 2 weeks, including the Prime Minister of Singapore