

HELIA WONG

DIGITAL MEDIA MARKETER

WORK EXPERIENCE

Media and Communications Coordinator Intern / Lug

April - August 2018

Media coordinator for Lug, a lifestyle and travel bags and accessories company. Spearheaded media content for multiple social media platforms. Design and implement campaigns with influencers to increase brand awareness and consumer engagement. Redesign and create direct product videos and photoshoots to use on all platforms. Public relations and weekly meetings with the marketing team to present general outreach efforts and marketing initiatives.

Art Teacher / Pencil Studio

May 2014 - November 2019

Art teacher at Pencil Studio, a studio focused on well-balanced visual arts development. Instruct students ages 3-14 in the techniques of visual arts. Create lesson plans according to skill level and schedule.

Graphic Designer and Product Photographer / AST Ltd.

June - August 2015

Rebrand the company's online promotions, product photos, and instruction manuals to be printed and sent out or used on online platforms. Photos used were taken in a studio and edited on Adobe Photoshop.

EDUCATION

University of Waterloo

Bachelor of Global Business and Digital Arts

September 2014 - October 2018

Ryerson University

Certification in Fashion Styling and Coordination

May - August 2016

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SKILLS

Photography
Graphic Design
Storyboarding
Content Strategy
User Journeys/Flows
Visual Design
Branding
Design Thinking
Prototyping

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Adobe After Effects
NetSuite
SproutSocial

LANGUAGES

