

WING LUN

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SUMMARY OF SPECIALITY

- Design & Create Content for marketing collaterals (print + digital)
 - Printed:** flyers, posters, business cards, newspaper & magazine ads, invitations, catalogue, etc.
 - Digital:** GDN banners, Facebook banners, web banners, digital directory ad, outdoor billboard, eDMs, etc.
- Create and design Facebook and Google campaigns & banners
- Design, build and maintain responsive websites with /without CMS
- Implement structured data for SEO
- Design and update email marketing campaigns, and monitor readership and bounce rate
- Design/Update internal documents
- Enhance real-time customer experience to improve retention and loyalty
- Resource management through staff rostering and task allocation

EXPERIENCE

Sep. 2018 - Current	@ Kitchen 66	Graphic Designer, Marketing Executive, Manager
Nov. 2017 - Jan. 2018	@ Procloud Group	Graphic Designer
Sep. 2017 - Oct. 2017	@ Autosports Group	Graphic Designer
May 2015 - Dec. 2016	@ Nundah Activity Centre	Marketing Assistant
Apr. 2016 - Jun. 2016	@ Australia Design Studio	Graphic Designer

EDUCATION

Jan. 2018 - Jun. 2018	@ TAFE Brisbane	Diploma of Marketing and Communication
Feb. 2011 - Feb. 2013	@ CATC Design School	Advanced Diploma of Commercial Arts
Feb. 2010 - Feb. 2011	@ Billy Blue Design School	Certificate III in Graphic Pre-press

DIGITAL SKILLS

