



CONTACT



+60 11 2636 7201



cmeiii420@gmail.com



linkedin.com/in/chimeing0420

EDUCATION

- **Bachelor of Digital Media & Communication**
Monash University Malaysia
Star Edu Fund Scholarship Award 2021
2021 - 2024 | GPA: 3.63 | WAM: 81.16
Best Graduate Award

- **Diploma in Communication & Media**
University of Wollongong Malaysia
Star Edu Fund Scholarship Award 2019
2019 - 2022 | Graduated with Distinction

Other Qualifications

- CCE 1119 - Grade A
IGCSE English Literature - Grade A

LANGUAGE

English

Malay

Chinese

Cantonese

SOFTWARE SKILLS

Adobe: Illustrator, Photoshop, Audition

Video Editing: Filmora, CapCut

NG CHI MEI

ABOUT ME

A social media enthusiast with a keen eye for content that connects and converts. I enjoy building online communities and curating engaging content. I thrive in fast-paced, collaborative environments where I can translate trends into strategies that work. My job also involves working with clients to align creative direction with what they actually want—minus the buzzwords.

WORK EXPERIENCE

LOKi Digital

Social Media Associate | August 2024 - Present

Liaised closely with clients to oversee content calendars and social media postings, managed community engagement by responding to customer enquiries and comments. Reviewed creative visuals, develop storyboards, and prepare SNS performance reports.

BFM89.9

Producer Intern: Enterprise | November 2023 - February 2024

Responsible for conducting comprehensive research on guests and topics. Edited interviews using Adobe Audition and podcasted shows onto the website. Contributing to questions and setups for interviews.

Crustz Sdn Bhd [Xiao by Crustz & Tanuki by Crustz]

Online Site Manager | March 2021 - Present

Manages online store by reviewing incoming online orders and monitoring inventory management. Upkeep of the appearance and usability of the online shopping platform. Handles customer support by managing online enquiries and delivering an exceptional customer service. Generates and analyses content for social media postings and promotional materials.

Star Media Group

Diploma Internship Placement: Events Business Unit | September 2020 - December 2020

Produced advertising and promotional materials. On ground support and execution during events, suggesting strategic decisions where required.

Events involved:

- The Star Outstanding Business Awards (SOBA)
- #digitalxdata2020 Conference

OTHER ACHIEVEMENTS

Monash Chamber Orchestra | 2022 - 2024

Percussion Sectional Leader 2022, 2023, 2024

Committee in Marketing & Design

- 2023 Annual Concert "Timelapsed" ; 2022 Annual Concert "Elemental Odyssey"

Selangor Philharmonic Orchestra | 2022 - Present

Marketing Committee - 2023 SPWO Concert "The Magical Melodies"

Active member of the SPO Percussion Section

Leo Club of UOWMKDU (O) | 2019 - 2022

Regional Top Board of Director (Omega) in the fiscal year 2021/2022

Vice President (FY 2021/2022)

Secretary (FY 2020/2021)