



CHOW CEK VOON (AMELIE)

Writer

016 265 6010
amelievoon@gmail.com

WORK EXPERIENCE

2019 Sept
- 2020 Feb

Goody Technologies
Marketing Manager

2 YEARS
2018-2019

Ogilvy
Chinese Copywriter

3 YEARS
2015 - 2018

Mullen Lowe
Chinese Copywriter

6 YEARS
2009 - 2014

Media Prima
Radio Network (MPRN)
Copywriter, ONE FM

CLIENT LIST

elianto
everyday beautiful

FreshKon®
DISPOSABLE COSMETIC LENSES

BAR-B-Q
PLAZA

ETUDE
HOUSE

BRANDS

HUNG FOOK TONG

大嘴叭
BIG SPEAKER

SHILLS

Renorth World
GENTING

BSN

Nestle

Coca-Cola

TM

Lifebuoy

FIRST CITY
UNIVERSITY

EDUCATION

2007-2008 **BACHELOR OF ARTS (MAJOR IN FILM TV)**
Deakin University, Burwood, Melbourne Australia
Graduated on 2nd of October 2008.
Obtained 3 Distinctions, 5 credits and 4

2004-2006 **DIPLOMA IN MULTIMEDIA,
ADVERTISING & BROADCASTING
(MAJOR IN BROADCASTING)**
Limkokwing University College of Creative
Completed my Diploma in October 2006

JOB SKILLS

- Ability to translate scripts multilingual
- Mandarin, Cantonese, English, Malay
- High competency in varying writing tone and style
- High personal initiative to research on clients' company background and product
- Conduct VO talents during recordings
- Has high expectation to ensure commercial music genre, sounds effects and voice over compatibility be achieved
- Ability to comprehend and convey clients' requirements
- Plan and execute all digital marketing, including SEO/SEM, marketing database, social media and display advertising campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests

PERSONALITY

- Responsible
- Fast learner
- Can work independently as well as a team member
- Willing to learn and keen for new experience

LANGUAGE

SPEAK

MANDARIN ● ● ● ● ●
ENGLISH ● ● ● ● ●
MALAY ● ● ● ● ●

WRITE

MANDARIN ● ● ● ● ●
ENGLISH ● ● ● ● ●
MALAY ● ● ● ● ●

INTEREST



Movies



Writing



Music



Coffee



Videogames



Fitness