



# Ching Yee Tang

**BComm&MediaSt**

**LinkedIn:** <https://www.linkedin.com/in/ching23yee/>

**Portfolio:** <https://ching23yee.wixsite.com/mycv/portfolio>

## PERSONAL STATEMENT

I am a dynamic market researcher seeking a full-time position where I can apply my knowledge and analytics skills for professional growth. I am results-oriented and I strive to provide insights and solutions for my clients to reach their objectives. My goal is to build a consulting career with a strong portfolio. I thrive in a creative-driven environment. My interests are current issues, history, art, culture, travel and entertainment. I am looking to secure a challenging role in the global scene where I can bring innovative strategic vision and value to the industry.

## SKILLS

### Competences:

Quantitative & qualitative research  
Data analytics  
Proposal & report writing  
Copywriting

### Languages:

English – proficient  
Mandarin – native  
Indonesian – fluent

### Tools:

Tableau  
Pacific Survey  
SEO & Google Analytics  
Wordpress

### Software:

Microsoft Word  
Microsoft Excel  
Microsoft Power Point  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premier Pro

## EXPERIENCE

**NielsenIQ**, Petaling Jaya | [www.nielsen.com](http://www.nielsen.com)

*Client Service Executive (Consumer Insights)*, Mar. 2020 – present

- Execute quantitative and qualitative research projects across SEA commissioned by global brands
- Day-to-day management of clients' accounts and contribute to the achievement of client satisfaction targets
- Develop and deliver insights and recommendations that have quantifiable value for the client; contribute expertise to report findings
- Coordinate the operations of field studies

**ATAG Malaysia; SpaceOut Co-Working**, Petaling Jaya | [www.myatag.com](http://www.myatag.com)

*Business Developer*, Jun. 2019 – Feb. 2020

- Achieved 340% visitors growth and 114% revenue growth in 2019
- Designed and launched digital marketing campaigns
- Developed and managed relationships with potential and existing clients

**Joe Sidek Productions Sdn Bhd**, Penang | [www.georgetownfestival.com](http://www.georgetownfestival.com)

*Marcomms Executive & Editor*, Apr. 2017 – Sept. 2017

- Coordinated cross-media advertising for George Town Festival 2017
- Facilitated the Youth Ambassadors program, trained members to be KOL
- Organised press conference for news media communications
- Managed websites, blogs and social media

**HCK Media Sdn Bhd**, Petaling Jaya | [www.hckgroup.my](http://www.hckgroup.my)

*Journalist Intern*, Jan. 2016 – Mar. 2016

- Published six (6) articles on current issues and lifestyle in *Focus Week*

## EDUCATION

**Monash University** | Jun. 2017 – Nov. 2019

*Bachelor of Communication and Media Studies*, CGPA: 3.73

- Global Studies specialisation, minor in Journalism Studies
- Writer at *MONGA*, a university publication

**Utrecht University of Applied Sciences** | Sept. 2018 – Feb. 2019

- Minor in Creative Business, exchange abroad

**Han Chiang College** | Jun. 2014 – Dec. 2016

*Diploma in Mass Communications*, CGPA: 3.70

- Awarded Most Promising Journalist of 2017
- Dean's List 2015
- Writer at *Han Chiang News*, college news portal
- Student Ambassador 2015

**Kennedy-Lugar YES Scholarship** | Jan. 2014 – Jun. 2014

- Exchange program in the US sponsored by the US Department of State