

CHIA ZHE ZHOU (ZACH)

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EDUCATION

University of Warwick

BSc Economics (Upper Second-Class Honours)

- Final Year Dissertation (Awarded First Class): Was Panic Buying Justified? Projection Bias in UK Household Food Consumption Behaviour

United Kingdom (September 2019 - June 2022)

Sunway College, Subang

A-Levels (2A*, 2B)

Malaysia (January 2018 - June 2019)

Catholic High School, Petaling Jaya (Malaysia)

SPM - 9A+, 1A, 1A-, 1B (January 2013 - December 2017)

Malaysia (January 2013- December 2017)

EXPERIENCES

Marketing Associate, Rice Inc. (Start Up)

Malaysia (July 2022 - Present)

- Increased B2B sales by 94% and client base by 94% within 6 months, helped Paddi brand achieve profitability and sign a Michelin starred client.
- Managed up to 7 paid ad campaigns at a time with a budget of RM2,000 a month, developed strategies to improve key metric performances.
- Strategized, designed and executed 18 fast-paced experiments to optimise outreach leading to a 2.24% increase in conversion rate in 5 months.
- Further developed brand identity and headed design of infopacks, presentation decks, digital and OOH advertisements and video assets.

Branding and Video Editing, So This Is My Why Podcast (Freelance)

Malaysia (November 2022 - Present)

- Manage and create all content for YouTube channel. Optimized titles and thumbnails to double subscriber count within 3 months.
- Developed brand style guide to ensure consistency in branding and tone of voice across social channels and key touchpoints.
- Repurposed long form video into engaging short form video suitable for TikTok, IG Reels, YouTube shorts, and more.

Brand Marketing Intern, Samsung Malaysia Electronics

Malaysia (July 2021 - September 2021)

- Utilised Sprinklr tracking tools to consolidate daily social media sentiments with an average reach of 10,000 per post across 7 product campaigns.
- Assisted in overseeing a company-wide transition onto Samsung Marketing Cloud platform which streamlined the digital asset sharing process.
- Developed a tracking sheet to improve overview on the cloud platform transition progress and provide concise updates to key individuals.
- Executed article sync for Samsung Members to ensure consistency of 69 articles across web and app platforms, removing outdated articles.

MNight Film Director, Malaysian Student's Film Festival

United Kingdom (October 2020 - June 2021)

- Spearheaded a team of 35 university students across 10 different filmmaking departments to produce a 35-minute short film in 8 months.
- Adapted to a low budget of £250 by sourcing film equipment internally and using creative DIY techniques for props.
- Awarded 3 awards including 2nd best screenplay, generated £120 in profit despite challenges imposed by the COVID-19 pandemic.

Marketing Officer, Charisma Movement

United Kingdom & Malaysia (January 2020 - December 2020)

- Planned and executed a marketing campaign for "CharismaClicks" which raised RM350 towards rural education in Malaysia.
- Secured 3 new collaborations with other Non-Government Organisations by liaising through email and social media.
- Designed posters and created videos to increase social awareness towards wildlife conservation and rural education.

ACHIEVEMENTS

National Champion, Taylor's One Million Dreams Business Startup Competition (2017)

- Brainstormed and executed a video detailing our app idea, which garnered over 12,000 views and 2,000 likes on Facebook.
- Conducted market research to identify our target audience and collected data to build a detailed marketing plan.
- Built a sustainable green technology brand strategy with a feasible revenue stream and reduces Malaysia's carbon footprint.

JPA Scholarship Recipient (2017)

- Given to the top 0.5% of Malaysian students who have achieved 9A+ or more in the SPM examination.

Jeffrey Cheah Foundation Scholar (2018)

- Awarded a full scholarship worth RM23,000 to attend A-Levels education at Sunway College, Malaysia.

INTERESTS

- Independent singer-songwriter (6 original songs released)
- Theatre Actor (Main cast of Warwick MNight 2019/2020)
- Filmmaker (Director for MNight Film 2019/2020)
- Content Creator (365,000 total views on YouTube)

SKILLS

- Digital Design (Canva, Figma)
- CRM (Hubspot, Sprinklr)
- Video Editing (Adobe Premiere Pro)
- Photo Editing (Adobe Lightroom, Snapseed, PIXLR)
- Languages (English, Chinese, Malay)