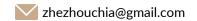
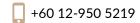
# **CHIA ZHE ZHOU (ZACH)**







## **EDUCATION**

## **University of Warwick**

**United Kingdom (September 2019 - June 2022)** 

BSc Economics (Upper Second-Class Honours)

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

## Sunway College, Subang

Malaysia (January 2018 - June 2019)

A-Levels (2A\*,2B)

Catholic High School, Petaling Jaya (Malaysia)

Malaysia (January 2013- December 2017)

SPM - 9A+, 1A, 1A-, 1B (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 acheive profitabily 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 startegies 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)