

# Brian Wong

## Chief of Staff

Experienced freelancer with over 4 years of professional experience driving growth through strategic marketing efforts.

Adept at collaborating with cross-functional teams, including technology, business, and design, to drive results and ensure brand consistency.

### Contact

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### Skills

Script-Writing

Film Producing

Copywriting

Customer Relationships Management

Public speaking

Community management

Analytical Skills

Business Planning

Sales Management

Strategic Partnerships

Events Planning

Marketing strategy and planning

Team management and leadership

Data analysis and ROI optimisation

Market research and customer

segmentation

Product launches and GTM planning

Content marketing and digital

advertising

### Tools

Figma, Adobe Illustrator, Canva,

Adobe Premiere Pro, Descript, Notion,

Trello, Google Suite, CapCut, Vimeo, Super,

Tellie, Tally & Mirror.

## Co-Founder & Chief of Staff

**Continuum, Sept 2022 – Present**

- Manage, Nurture and engage with Continuum's community members (Grown from 1.4K to 2.8K)
- Create and lead events for Continuum's community
- Helped the team onboard creators and learners to the platform through 1-to-1 and 1-to-many conversations.
- Managing Continuum's Twitter (Tweets have 65K impressions over 72 days period)
- Performing sales outreach
- Representing brand at various events offline.

## Fractional Chief Marketing Officer

**AJ Academy, Apr 2021 to May 2022**

- Led the development and implementation of a comprehensive marketing strategy for Sustainable Solutions9, including managing the client's social media accounts and executing social media plans
- Continuously improve the overall marketing efforts, resulting in increased engagement and sales.

## Fractional Chief Marketing Officer

**AJ Academy, Apr 2021 to May 2022**

- Led the development and implementation of a comprehensive marketing strategy.
- Created and managed a content marketing program, increasing overall blog, social, and web traffic.

## Rider Acquisition Specialist

**Grab, Jan 2020 – Mar 2020**

- Promoted Grab's delivery driver program benefits to food delivery drivers
- Assisted and onboarded new delivery drivers onto Grab's driver application
- Handled enquires from new delivery drivers after the onboarding process.

## Graphic Design & Marketing Intern

**Crispcontrasts Studios, Oct 2019 – Dec 2019**

- Shadowed senior graphic designers in the company.
- Started and owned, "Yum Yum SG" (a social media accounts covering clients of Crisp Contrast.)
- Filmed, edited and Produced videos for "Yum Yum SG"
- Learned to design and create different marketing collaterals, such as posters, social media graphics, online marketing banners and edit food photos.
- Handled other miscellaneous tasks as required.

## Education & Learning

### Introduction to Digital Journalism

Reuters, Dec 2021

### Influencer Marketing - Industry Specialist

Meltwater, Oct 2021

### INTRODUCTION TO PRODUCTION DESIGN FOR FILM AND SCREEN

Australian Film Television and Radio School.

Jun 2021

### Content Marketing

Hubspot, May 2021

### NITEC in Video Production

Institute Of Technical Education,

Jan 2019 – Jun 2019