

DIGITAL CONTENT CREATOR



Daphne Lien

ABOUT ME

I'm a content producer with over eight years of experience and focused on writing, videography and social media

EXPERTISE

- Content Writing
- Project Management
- Videography
- Social Media

EDUCATION

Master of Arts

TNUA | 2014

Cultural and Creative Industries

Bachelor of Arts (HONS)

UTAR | 2014

Chinese Studies

WORK EXPERIENCES

Marketing Specialist

Taiwan Tech Arena | Apr 2018 - Oct 2021

- Developed and executed marketing campaigns for international exhibitions such as VivaTech, CES, the AI Summit London.
- Produce over 100 marketing materials and engaging digital content, including articles and videos for international exhibitions

Digital Content & Social Media Manager

Jetli.com | Aug 2016 - Mar 2018

- Developed yearly content plans for the website and social media
- Managed & recruited over 50 international writers
- Conducted interview with founder, Jet Li and martial artists
- Oversee and approve content materials, maintain monthly website traffic over 60k users.

Project Manager

Spark Amplify LLC | July 2015 - Mar 2016

- Produced content for a crowdfunding campaign
- Scout and engage with influencers to increase exposure

Scriptwriter & Assistant Director

Film Production | Nov 2009 - Aug 2014

- Produced over 100 scripts in English, Chinese and Malay documentaries, telenovela, corporate videos, and more.
- Pitch and logistic coordination before shooting,

