

TIMOTHY HENG

117 Grace Park Manor, Grace Park Road, Drumcondra, Dublin 9, D09 E9VE · +353-858134450

Email · timothy.jamie.nakayama@gmail.com

LinkedIn · <https://www.linkedin.com/in/timothy-heng-1824b731/>

Writing Portfolio · <https://timothynakayama.journoportfolio.com>

Goodreads Author · https://www.goodreads.com/author/show/8250346.Timothy_Nakayama

Cross-cultural communication enthusiast, problem solver, and storyteller whose passion for navigating cultural boundaries and nuanced understanding of socio-cultural mores draws from being fluent in English, Mandarin, Cantonese, Hakka, and Malay. Author and writer (Pen Name: Timothy Nakayama) with 26 published short stories, in both literary and genre fiction, in prose and comic form. Has eight years' experience as a freelance copywriter with experience in SEO, UX Writing, Social Media Management, and Digital Marketing. Has worked as a creative account executive for AMC Asia, a brand and event management company based in Singapore. Has lived in Australia, the United States, Malaysia, Singapore, and Germany.

EXPERIENCE

FROM JAN 2022 TO CURRENT

RISK & COMMERCE OPERATIONS ANALYST, ACCENTURE, DUBLIN, IRELAND

- Same responsibilities as previous position
- Awards Won: Quality Ninja Award Winner for June 2022 (highest Quality Score)

FROM MAR 2021 TO OCT 2021

RISK & COMMERCE OPERATIONS ANALYST, HAYS, DUBLIN, IRELAND

- Identify and help minimize the risk posed by fraudulent patterns and trends while working in AWD [Automated Work Delivery], in the following Lines of Business: Chinese, Malaysian, Bangladeshi, Indonesian, Indian, Merged (US), Filipino, Italian, Arabic
- Communicate relevant information in a timely manner to Senior Agents & Team Leads and escalate issues or complex delivery items when required

FROM FEB 2010 TO MAR 2021

AUTHOR/WRITER (LITERARY & GENRE, @ TIMOTHY NAKAYAMA), FREELANCE

- Published 26 stories, with publishers based in the US, Canada, South Korea, Malaysia
- All listed on my LinkedIn Profile <https://www.linkedin.com/in/timothy-heng-1824b731/>

FROM FEB 2010 TO OCT 2018

COPYWRITER AND COPY-EDITOR, FREELANCE

90% of clients were based in the United States of America

- Ghostwrote a Game of Thrones Study Guidebook Series
- Wrote faction descriptions for Illyriad, a Massively Multiplayer Online (MMO) Game
- Wrote scripts for promotional and teaser videos.
- Wrote content for websites, with a focus on technology and business
- Managed clients' Social Media Engagement on Facebook and Instagram
- Increased traffic to websites with Search Engine Optimization (SEO), Latent Semantic Indexing (LSI), and User Experience (UX) Writing
- Wrote and ran Google Ads and Google Analytics for clients' Digital Marketing and Search Engine Marketing (SEM) campaigns

FROM OCT 2007 TO FEB 2010

ACCOUNTS RECEIVABLES EXECUTIVE, AFA INSURANCE, SYDNEY, AUSTRALIA

- Matched group deduction listings to individual policies
- Generated invoices for group payments
- Executed Month-End Accounts Processing

FROM JULY 2006 TO APR 2007

BRAND DEVELOPMENT & CREATIVE SERVICES EXECUTIVE, AMC ASIA, KUALA LUMPUR, MALAYSIA/SINGAPORE

- Executed all creative aspects of brand development
- Researched, developed, and implemented complete brand experience
- Targeted high-yield demographics

FROM SEPT 2004 TO JUNE 2006

AUDITOR, PRICEWATERHOUSECOOPERS, KUALA LUMPUR, MALAYSIA

- Conducted audits in the Energy and Utilities sector, Specializing in Oil and Gas (Shell Gas)

EDUCATION

COHORT OF 2019/2020 – FROM 09/2019 TO 09/2020

MASTER OF SCIENCE IN INTERACTION AND EXPERIENCE DESIGN (IXUX), UNIVERSITY OF LIMERICK, IRELAND

- First Class Honors
- A1-Graded Dissertation Project, “Oasis-42: An Urban Apartment-Based Distributed Community Garden System”, an Internet of Everything (IoT) project
- President’s Volunteer Award Bronze for work done as an International Ambassador

CLASS OF 2002 – FROM 2000 TO 2002

BACHELOR OF COMMERCE, UNIVERSITY OF ADELAIDE, AUSTRALIA

- Awarded The Institute of Chartered Accountants Australia Prize in Financial Accounting (for obtaining the highest score in Financial Accounting II)
- Inducted into the Golden Key International Honor Society (for obtaining the top 15% in academic results among undergraduates of the same graduating year)

SKILLS

- Microsoft Words, Excel, PowerPoint
- Adobe Photoshop & Dreamweaver, Google Ads
- Native Languages: English, Malay, Indonesian
- Conversational Fluency: Mandarin, Cantonese, Hakka
- Intermediate Proficiency: Korean, Japanese
- Excellent Presentation, Communication, and Public Speaking Skills
- Excellent in Cultural Understanding and Integration, lived on four different continents (Asia, Australia, North America, and Western Europe)

CERTIFICATIONS AND AWARDS

- The Fundamentals of Digital Marketing Certification, by Google
- Google Ads Search Certification, by Google
- Scrum Fundamentals Certification, by VMEdu
- Won numerous speech contests at national level during 3-year membership in Toastmasters