



EUNICE HOOI CHIEW LI

Bachelor of Arts in Department of Radio, Television & Film)
(Divison of Radio) — Shih Hsin University Of Taiwan

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BASIC INFORMATION:

NATIONALITY
MALAYSIAN

RACE
CHINESE

GENDER
FEMALE

AGE
29

DATE OF BIRTH
4TH. MARCH 1992

OBJECTIVE

A commercial/ content writer with over 4 years of experience serving in the “semi-traditional” industry, seeking for a job that is able to leverage her existing skills & knowledge for the mutual development of the company and self.

ATTRIBUTES

- Outgoing
- Willing to learn
- Work well both in team and independently.
- Well organized .
- Good communication skills.
- Good writing skills.

RELATED SKILLS

- Script Writing
- Digital Content
- Creative Thinking
- Radio Programming
- Advertising
- Idea Conceptualization
- Voice Over (Mandarin & Cantonese)
- Mandarin pronunciation & articulation
- Auditory Communication
- Publicity & Media Relations
- Mass Communication•
- Music Publishing
- News Reporting

LANGUAGES SKILLS (0=POOR, 5=EXCELLENT)

	SPEAK	WRITE	UNDERSTAND
CHINESE	5	5	5
ENGLISH	3	3	4
MALAY	2	2	3
CANTONESE	5	5	5

COMPUTER / SYSTEM/ SOFTWARE SKILLS

MAC & WINDOWS

MICROSOFT



WORD
POWER POINT
EXCEL

GOOGLE



GOOGLE DOC
GOOGLE SLIDES
GOOGLE SHEETS

ADOBE SOFTWARES:



ILLUSTRATOR



AUDITION



PREMIERE PRO



INDESIGN



PHOTOSHOP

OTHERS:

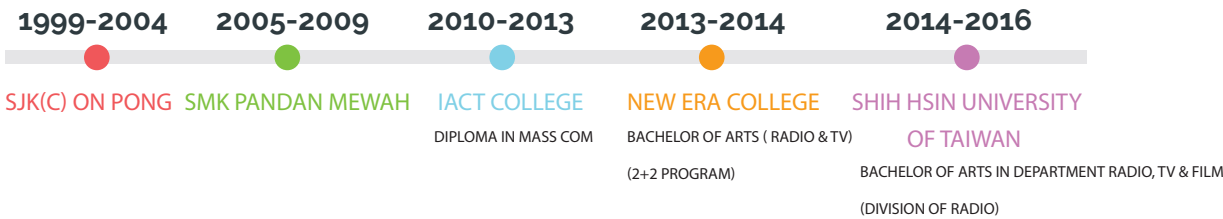


WORDPRESS



NEOWINNERS

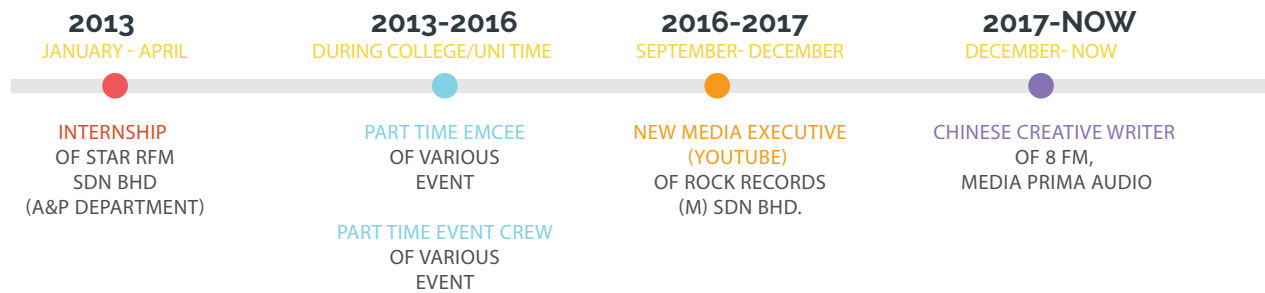
EDUCATION



WORK EXPERIENCE

- Currently:
- Creative Writer of 8 FM, MEDIA PRIMA AUDIO.
 - Part-time Voice Over Talent (Member Of The Voice Guild Malaysia)
 - Part-time Instagram Baker @bombombom.bake
- Past:
- New Media Executive of Rock Records Malaysia (Youtube).
 - Freelance content writer.
 - Intern of 988 radio station, Star RFM Sdn Bhd . (A&P department)
 - Emcee for various events including: concert promo tour, movie sharing & fans meeting, law seminar,graduation ceremony
 - Freelance promoter for various road shows/ events (including events executed by Ogilvy & Mather Taiwan)
 - Sales and marketing personnel.
 - Event executive for various events.

WORK EXPERIENCE TIMELINE



ACHIEVEMENT / AWARDS

- First class honours with CGPA 3.9.

EXPECTED SALARY

- RM 4500 (negotiable)