

Curriculum Vitae

Alicia Wen-Hui Chong

Background

Experienced in total communication campaigns and response driven campaigns, with over 14 years of advertising experience in mainstream media advertising (TV and print), event marketing, direct marketing, and web design. Believe in effective advertising through strategic creative and not just a pretty layout. Believe in effective advertising through strategic creative and not just a pretty layout, I am also an experienced lecturer in Visual Communication and Advertising, practised in England and Singapore.

Personal Details

Nationality: Malaysian

Contact Number: +6012 7346390 (MY)

Email: alicia.chongwh@gmail.com

URL: <http://www.aliciachong.com>

Education and Training

2004-2006 MA Media, Southampton Solent University

2003-2004 BA (Hons) Advertising, Nottingham Trent University

1998 Bates Asia Account Management Simulation Programme, Bates Malaysia

1987-1990 Diploma in Commercial Art, Malaysian Institute of Art

Employment

January 2009 – Present

Part-time Lecturer, Advertising/Graphic Design, IACT, Malaysia

Courses: Advertising Design, Contextual Studies, Art History, Advertising Principles, Creative Execution & Production.

February 2008 – Present

Contract Basis Senior Art Director

Agencies:

DraftFCB, Kuala Lumpur

Accounts involved: CIMB, TM

Grey Worldwide, Kuala Lumpur

Accounts involved: Kiwi Shoe Shine, Ambi Pur, Pringles.

Ogilvy Action, Kuala Lumpur

Responsible for through-the-line advertising for Numico Dumex.

May 2006 – Present

Freelance – [New Media and Web Advertising](#)

Freelance Creative Consultant

- **World Milk Day Campaign 2008 and 2009 for Tetra Pak Malaysia**
- **Research projects for Tetra Pak Malaysia**
- [SES Utilities UK](#)

July 2006 – September 2007

Lecturer, Visual Communication, Raffles Design Institute, Singapore

Deliver Degree and Diploma lectures in Advertising Design, Creativity & Problem Solving, Cultural Studies, Culture of Aesthetics, Design Meaning and Culture, and Major Project in Sustainability. Plan, source and organise teaching material for lectures and workshops. Carry out tutorial and pastoral duties as well as lectures and seminars. Taking care of the examination record and assessment grades of the BA (Hons) students.

October 2005 - May 2006 (1 complete academic year)

Part-time Unit Lecturer, Southampton Solent University, England

Deliver lectures and workshops on Computer Layout and Visualisation, to the BA Advertising students. Unit module includes art direction, idea generation, and artwork on Apple Macs.

April 2001 - July 2003

Senior Art Director, Euro RSCG Malaysia

Responsible for Volvo Malaysia, Maybank, and Guinness (CRM programme).
As the head of art in the direct marketing division, leading a team of 2 junior art directors and 2 artworkers.

May 1996 - April 2001

Senior Art Director, Bates Malaysia/141 Worldwide

Responsible for Visa International, HSBC Personal Banking sector, Nokia, and Microsoft.
A junior art director and a desktop artist were under my supervision.

May 1995 - April 1996

Art Director, Tactic Advertising

Handling both across the line and event promotions for KL International Airport (Event Promotions) and Polygram Records. Co-ordinated the flow of projects from concept stage up till production.

June 1993- April 1995

Art Director, Sil Ad (KL) Sdn Bhd

A Singapore originated agency, handling clients such as Zuelig Pharmaceutical, Diners International and Microsoft.

October 1990 - May 1993

Visualiser to Art Director, Creative Currents (small local sole proprietor)

Learned and utilised the necessary experience in creative, account management and media, office organisation, employees' claims and the basic ledger.

Language

- Well spoken and written in English, Malaysian Language and Mandarin.
- Chinese dialects: Cantonese and Hakka.
- Also able to read and communicate verbally in Bahasa Indonesian.

Skills

- Possess excellent QuarkXpress, Adobe Photoshop, Adobe InDesign, and Adobe Illustrator skills on Apple Macs, and basic skills on Freehand.
- Able to work on Dreamweaver, Flash, and HTML.
- Sketching, figure-drawing and ability in guiding one to draw and paint.

Awards

Kancil Awards '97 - 1 Bronze and 4 Merits for Visa International TV campaign.
DMAM (Direct Marketing Association of Malaysia) Award '99 - Merit for HSBC PowerVantage campaign.

References

Mr. Ken Burtenshaw
Course Leader and former supervisor
Faculty of Media, Arts and Society
Southampton Solent University
Email: ken.burtenshaw@solent.ac.uk

Miss Queenie Tham
VP, Marketing & Communications
Sime Darby Motor Division
Mobile: +6 017 8750481

Margaret Chew
Strategy Ideator, MargeeC
Email: meg_chew@margeec.com

Last updated July 2008