

JOYCE WONG

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HIGHLIGHT OF QUALIFICATIONS

Design Skills

- Ability to design creative and attractive banners, collateral, signage, posters, advertisements.

Computer Skills

- Proficient in computer software (InDesign, Illustrator CS4, Photoshop CS4, Adobe Creative Suite, QuarkXPress and Microsoft Office.)
- Ability to type and write Chinese.

Communication Skills

- Fluent Cantonese and Mandarin.
- Excellent communication skills.

Additional Skills

- Multi-tasking, prioritizing, problem solving, adapting to new environment, team player, willing to learn and well-organized.

EXPERIENCE

Graphic Designer / Marketing Coordinator

Edgewater Casino

2007 - Present

Graphic Design Tasks

- Designing marketing collateral (ie: posters, e-mail champaign, club card, ballots, menus, brochures, shuttle schedules, labels, signage and plasma ads) to help build the casino brand.
- Managing creative requests, creating copy/content, providing design concept and timely execution of artwork with the creative agency and respective suppliers/vendors.
- Assisting multiple departments with any creative and collateral needs (ie: Poker, Table Games, Slot, Food & Beverage, Cage.)
- Handling all print materials with printing suppliers (ie: press proof, select pantone, bleed, score, perforation)
- Maintaining and updating the Edgewater Casino website.
- Translating and proofreading Chinese translations for all collateral.

Marketing Tasks

- Handling the process of creating direct mail campaigns from planning to data analysis.
- Communicating with suppliers, BC Lottery Corporation and creative company to obtain final products in a timely manner.
- Coordinating all promotional internal and external materials/activities.
- Obtaining quotation from vendors and processing invoices
- Organizing and Assisting in the planning and preparation of gaming events, draws, gift days, tournaments, promotions and other special events.
- Tracking responses and quantitative analysis of all database marketing campaigns, bus programs, property promotions, special events and direct mail programs.
- Respond to guest's request in a professional manner.
- Providing full support to the Director of Marketing and Marketing Manager.

Marketing Assistant/ Administrative Assistant

Kingston Education Group

2005 - 2006

- Assisted the CEO and COO.
- Proofread advertisement and brochures.
- Handled all media buying and negotiation with media companies to purchase advertisements within the media budget
- Handled any media support and work on the marketing plan.
- Daily duties: organized files, handled phone calls, receptionist duties, arranged couriers, handled student enquiries, scheduled, prepared of meeting agendas and minutes, office related duties.

Sales and Marketing Coordinator

Inkjetmart Inc.

2004 - 2005

- Analyzed, developed, and implemented marketing campaigns and promotion plans.
- Coordinated with other department staff and store operation regarding all sales and marketing activities.
- Designed and proofread posters and e-flyers.
- Daily duties: developed company corporate accounts; updated customer database; performed market research; updated new products and sourced new ink suppliers; provided daily retail support; handled any problems and requests.

EDUCATION

British Columbia Institute of Technology/Emily Carr University
Simon Fraser University

Design Essentials (Graphic Design Diploma)
Bachelor of Arts (Communication Major/Publishing Minor)

2008 - 2009
2001 - 2005

VOLUNTEER

Actress/Sponsorship and Promotions - Lies Experimental Theatre (LET)
Promotion Coordinator: Chinese Student Union (CSU)

2003
2001-2002

REFERENCE AVAILABLE UPON REQUEST