

SOPHIE CHEN

PROFILE

Creative individual that thrives on delivering innovative, data-driven ideas. I enjoy socialising as well as creative expression through art and exploring different cultures by travelling and trying different cuisines. Currently seeking opportunities in advertising roles.



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www.sophieskills.com

EDUCATION

University of Auckland,
Bachelor of Commerce and Arts
(Marketing, Management and Art History) 2019-2023

Commercial Communications
Council **(Foundation of Advertising - Distinction)** 2023

SKILLS

Languages: English (Native) and Chinese (Fluent)

Basic HTML

Softwares: Adobe: Photoshop, Illustrator, InDesign, XD, Figma
MS Suites: Excel, Powerpoint

ACHIEVEMENTS

Finalist in NZ Young Lions Award

OmnicomGroup Fuel Talent
Programme - Distinction

University of Auckland
Distinguished Graduate Award

WORK EXPERIENCE

OMD New Zealand (Account Executive)

June 2024 - Current

Clients: 80% McDonald's (global client), 15% Real estate, 5% Stuff NZ
- Solely dispatch and traffic 15+ McDonald's campaign nationwide.
- Assist senior planners by evaluating online and offline media briefs.
- Using reach curves and OOH mapping to inform stronger planning.
- Manage relationships with all internal and external stakeholders.
- Training juniors while ensuring financial entry & reporting accuracy.

OMD New Zealand (Media Assistant)

April 2023 - June 2024

Clients: SMB then McDonald's (since February)

- Book online and offline media across 25+ clients including global clients: Dilmah, Boehringer Ingelheim, Clorox (Chux & Glad).
- Creating client relation through direct client requests across BedsRus, Acton (Lee Kum Kee, Indomie & Silk), and more.
- Analyse and create post campaign reports for client presentations.

Socialites Group Ltd (Social Media Account Executive)

Jul 2022 - Jan 2023

- Analysing insights and writing 10+ post-campaign analysis reports across 6+ brands, including L'oreal YSL, Mitre 10 and more.
- Assisting with audits and strategies for Auckland Airport and more.

Socialites Group Ltd (Marketing Intern)

March 2022 - Jul 2022

- Vetting 30+ influencers across 4 campaigns.
- Community management across 21 brands such as: Warehouse Group, Asahi Breweries, Mitre 10, Reckitt Group and more.
- Copywriting and scheduling content for Microsoft IoT and more.

Vista Group (Digital and Product Marketing Intern)

November 2021 - February 2022

- Conducted local competitor analysis of 6 brands in Mexican market.
- Led the Go-To Market Strategy and liaised with LATAM team for the product launch of Veezi in Mexico.
- Developed positioning and messaging for a new loyalty scheme.
- Created 3 content pillars for a content strategy across social media.
- Copywriting and scheduled 10+ social media posts across brands.

EXTRACURRICULAR

OMD New Zealand Culture Club Leader

February 2024 - January 2025

- Oversee 25+ company-wide events & initiatives for 50-100+ people
- Event lead for Ski Trip, Pride Quiz, Olympic Party and Halloween
- Collaborate with media owners to strengthen professional relations

Marketing Design Collective (President)

July 2021 - November 2022

- Lead a team of 18 executives to facilitate the growth of student talent through workshops, challenges and other networking events.
- Restructure with new roles (outreach) to improve club efficiencies.
- Increased external club funding by 30% and expand to 16 sponsors.

Google Developer Students Club (Marketing Executive)

September 2021 - October 2022

- Collaborate with and represent Google at University of Auckland.
- Lead social media strategies generating 2000+ across platforms.

Chancery (Marketing and Design Director)

July 2020 - January 2022

- Start-up company with platform for investment banking students.
- Led content strategy and designed templates for each pillar.
- Generated 500 leads within the first month, from a following of 1,000 across social media channel.
Increased the reach by 2.4x with a following of 3,400.

REFERENCE UPON REQUEST