

SOPHIE CHEN

PROFILE

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



+64 27 551 9398



hyschen8@gmail.com



[linkedin.com/in/sophiechen8](https://www.linkedin.com/in/sophiechen8)



www.sophieskills.com

EDUCATION

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

Commercial Communications
Council **(Foundation of
Advertising - Distinction)** 2024

ACHIEVEMENTS

**2024 Finalist in Young Lions
Award (NZ)**

**2024 OmnicomGroup Fuel Talent
Programme - Distinction**

**University of Auckland
Distinguished Graduate Award**

SKILLS

Languages: English (Native) and
Chinese (Fluent)

Softwares: Roy Morgan, Nielsen
CMI, Nielsen AXQ/Ad Intel,
Nielsen ETAM, TVMaps
Adobe: Photoshop, Illustrator,
InDesign, Figma
MS Suites

WORK EXPERIENCE

OMD New Zealand (Account Executive)

June 2024 - Current

McDonald's (global client), Realestate, Stuff NZ

- Solely dispatched & trafficked all media activity nationwide across 25+ McDonald's campaigns to support product launches & app usage.
- Briefed & evaluated online/offline media briefs across 14+ campaigns.
- Used reach curves to inform stronger planning principles.
- Developed OOH processes to build more efficient reach nationwide.
- Managed relationships with all internal & external stakeholders.
- Trained juniors while ensuring financial entry & reporting accuracy.
- Led \$800k NZ planning of an ANZ McDonald's campaign to market.
- Led competitive analysis of activity, market trends & audience segmentation analysis.

OMD New Zealand (Media Assistant)

April 2023 - June 2024

SMB then McDonald's (since February)

Categories include FMCG, Alcohol, Furniture, Automotive, Sports, Tourism & more.

- Booked online and offline media across 25+ clients including global clients: Dilmah, Boehringer Ingelheim, Clorox (Chux & Glad).
- Created client relationships through direct client requests across BedsRus, Acton (Lee Kum Kee, Indomie & Silk), and more.
- Created post-campaign analysis reports for client presentations.
- Regular competitor analysis from Nielsen and Roy Morgan data.

Socialites Group Ltd (Social Media Account Executive)

July 2022 - January 2023

- Analysed insights and wrote 10+ post-campaign analysis reports across 6+ brands, including L'oreal YSL, Mitre 10 and more.
- Assisted with audits and strategies for Auckand Airport and more.

Socialites Group Ltd (Intern & Community Manager)

March 2022 - July 2022

- Community management across 21 brands such as: The Warehouse Group, Asahi Breweries, Mitre 10, Reckitt Group and more.

Vista Group (Digital & Product Marketing Intern)

November 2021 - February 2022

- Led the Go-To Market Strategy after researching local market and liaised with LATAM team for the product launch of Veezi in Mexico.
- Developed positioning and messaging for a new loyalty scheme.

EXTRACURRICULAR

OMD New Zealand (Culture Club Leader)

February 2024 - January 2025

- Oversaw 25+ company-wide events & initiatives for 50-100+ people.
- Event lead for Ski Trip, Pride Quiz, Olympic Party and Halloween.
- Collaborated with media owners to build professional relationships.

Marketing Design Collective (President)

July 2021 - November 2022

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

Google Developer Students Club (Marketing Executive)

September 2021 - October 2022

- Collaborated with & represented 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.

REFERENCES UPON REQUEST