

JAYDEN CHUA

ASPIRING COMMUNICATIONS/MARKETER

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 [Digital portfolio](#)

EDUCATION

2023 **Bachelor of Arts, Communication . Undergraduate**
SUNY, University at Buffalo . SIM GE . UB Bound Scholarship Recipient

2017 **Diploma In Architecture**
Singapore Polytechnic. Class Vice President(2016-2017)

WORK EXPERIENCE

2022 **Freelance Writer**
Words Worth Media Pte Ltd, Straatosphere
Ideated and wrote numerous articles pertaining to streetwear and sneaker culture according to market trends and SEO optimization. (averaging 1,800 views)

2022 **Marketing Intern**
Novelship Pte Ltd
Managed Novelship's social media accounts, curated marketing campaigns and coordinated graphic design and marketing shoots. Increased Brand's following by 16%(58K to 67K) on IG.

2019 **Freelance Programmes Trainer**
Acorn Training Pte Ltd
Conducted Soft skills and motivational programmes for primary to tertiary education(40pax).

2016 **Programmes & Publicity Coordinator**
The New Charis Mission
Managed and curated social media content while conducting 8 motivational programmes for Youth-at-Risk(10pax).

CERTIFICATIONS

2023 **First Com Academy - Social Media Advertising Programme**
A programme supported by WSQ and Skillsfuture certifying proficiency in advertising on various social media platforms(FB, IG, Tiktok).

First Com Academy - Google Digital Marketing Programme
A programme supported by WSQ and Skillsfuture certifying proficiency in using Google Ads and GA4 for lead generations, SEM and SEO.

TECHNICAL LITERACY

- Microsoft Office Suite
- Adobe Photoshop
- Canva
- Adobe Premier Pro
- GA4, Google Ads
- Adobe Lightroom
- TikTok Shop
- Capcut

SKILLS & LANGUAGE

- Social Media Ads
- Content Creation
- Critical & Design Thinking
- Website Design
- Campaign planning
- SEO
- SEM
- English Language
 - Cambridge O Level Proficiency
- Chinese Language
 - Cambridge O Level Proficiency