

# TRACY LEONG

Graduate of  
Communications and New Media

## EDUCATION

### National University of Singapore

BSocSci (Hons) Communication and New Media (Distinction)

[August 2015 – May 2019]

### Korea University, Seoul

Mass Media and Pop Culture in Korea

[December 2017 – January 2018]

### British International School of Washington, USA

International Baccalaureate Diploma Programme

[October 2013 – May 2015]

## WORK EXPERIENCE

### Nekojam & Nekoya Cat Hotel

*Marketing Executive*

Heads the creation and execution of social media ads

Plans and executes monthly promotional campaigns

Manages company Mailchimp and produces newsletters

Manages company Instagram and Facebook

Produced Nekojam branding guide

[June 2019– Present]

### Office of Student Affairs (NUS), Residential Life

*Freelance Graphic Designer*

Worked within tight timeline (~22 posters in 6 days)

[July 2017 – Present]

*Marketing and Communications Intern*

Headed new human interest project

Conducted over 80 interviews for organic content

Managed Facebook page weekly (Increased followers by 216)

Photographed portraits of each interviewee

[August 2016 – June 2017]

### Mursun Pte. Ltd.

*Freelance Graphic Designer*

Produced collaterals for a Marina Bay Sands' tradeshow

[August 2018 – December 2018]

### Tripzilla

*Editorial Intern*

Brainstormed organic article ideas for Tripzilla Magazine

Wrote advertorials and designed albums for clients

Garnered over 97,500 unique readers on Tripzilla.com

Reached 521,000 users on Facebook

[May 2018 – July 2018]

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## RELEVANT EXPERIENCE

### Ridge View Residential College (NUS)

*Resident Assistant*

Tended to the pastoral needs of 124 residents

Attended to crisis within the college

Enforced housing rules amongst residents

Engaged with distinguished guests who visited the college

[August 2017 – Present]

### NUS Netball Recreational Club

*Chairperson*

Headed new initiatives: Club shirts & coaching sessions

Increased club attendance by 50% from 2016

Organized SG's largest Street Netball carnival

Increased carnival's participants by 10% from 2016

Secured Platinum sponsorship with Deloitte for the club

[September 2016 – October 2017]

*Publicity and Public Relations Director*

Designed posters for club events using Photoshop

Managed and updated Facebook page weekly

Maintained 11-min response time and 100% response rate

Boosted Facebook page reach by 1238%

[September 2015 – September 2016]

### Hope Chinese School (USA)

*Volunteer Teaching Assistant*

Taught Mandarin as a second language to classes of 10

Assisted in drawing of lesson plans

Learnt to adapt to the needs of younger students

[November 2014 – May 2015]

## ADDITIONAL INFORMATION

### Technical Skills

Proficient in Microsoft Office & Mailchimp

Proficient in Adobe Photoshop, InDesign, Lightroom, Audition

Experience in directing and producing short films

First-aid certified

### Languages

Fluent in English and Mandarin (spoken and written)

### Interests

Passion for writing and photojournalism

Writes about studying abroad experience on WordPress

Attracted 400 unique visitors within first month