

Chan, Yin Chung

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Personal Profile

I am a Creative Producer with a passion for bringing ideas to life and creating compelling content.

With 6 years of experience in the industry, I can utilize my creativity, organizational skills, and attention to detail to deliver exceptional results.

I have a proven track record of successfully managing and overseeing the production process from concept development to final execution. I hope to achieve the goal of becoming a Creative Director with my abilities.

Education

Sep 2015 – Jun 2017

City University

- Bachelor of Arts in Creative Media
- Credit in Introduction to Photography; Digital Photography
- Credit in Cinematography; Chinese Scriptwriting; The Art of Editing; Digital Composition; Cinema: East and West
- Credit in 2D Animation; Fundamentals of Animation
- Credit in Introduction to Media Computing; Introduction to Internet and Programming; Video Game: History, Industry, Society, and Creativity; Game Prototyping and Design

Sep 2013 – Aug 2015

Hong Kong Design Institute

- Higher Diploma- Advertising design
- Skill of managing an advertising project
- Idea and plan out which suitable for the brand (poster; video ad; social media function)

Sep 2006 – Aug 2013

Sing Yin Secondary School – Secondary 1 to Secondary 6

Work Experience

Jun 2023 – Present

Toys Wonderland Company Limited (Creative Marketing Producer)

- Video shooting and Editing
- Post-production
- Managing and Operating
- Writing script and Voice-over
- Graphic design
- Manage social media (Facebook, IG, YouTube)
- Product photo shooting
- Marketing research

2021 – 2023	Soap Studio Company Limited (Marketing Executive) <ul style="list-style-type: none"> • Video shooting and Editing • Post-production • Product photo shooting • Writing script and Voice-over • Marketing research • Marketing data analysis • Manage function/events • Manage social media (Facebook, IG)
2019 – 2021	New Media Group Holdings Limited (New Monday – Online Editor) <ul style="list-style-type: none"> • Video shooting and Editing • Post-production • Live Streaming • Writing script and Voice-over • Graphic design • Screen performance • Manage Social media (Facebook, IG, YouTube, AOL)
2018 – 2019	TELEVISION BROADCASTS LIMITED (Video Editor) <ul style="list-style-type: none"> • Provide Making of for TV drama • Design TV drama ID animation • Graphic and Logo design • Editing TV drama
2017 – 2018	Part-time Shop Assistant, Sa Sa International Holdings Limited <ul style="list-style-type: none"> • Provide excellent customer services and resolve customers' complaints • Supervise and train junior staff • Manage stocks in warehouse and store • Maintain and ensure quality of products
2014 – 2015	Internship and Part-time Designer, Business Environment Council <ul style="list-style-type: none"> • Design calendar; back drop; cartoon character and certificate for "Green Delight in Estates" project by Hong Kong Housing Authority • Poster and Banner design • Logo and Image design
2012 – 2014	Part-time Shop Assistant, Daniel & Co Limited
2012 – 2013	Part-time Assistant, Fa May Yee

Languages

- Fluent in Cantonese, English and Mandarin

Skills

- Proficient in improvising problem solving
- Graphic and Logo design with Photoshop and Illustrator
- Video Editing with Premiere
- Video ID with After Effect
- Drawing