

# Erica Wang Chen



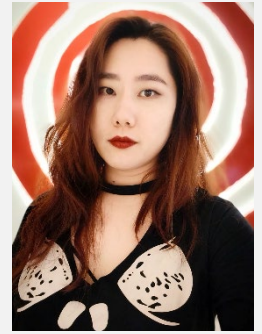
www.ericawangchen.com



+65-92250961



erica.chen.wang@gmail.com



## Experience

### September 2020 – Present | Nam Hwa Opera Limited | Assistant Manager, Marketing & Events

- Developing, strategizing and execute marketing initiatives to raise public awareness and to achieve targets
- Conceptualize, design and produce all marketing contents and materials;
- Manage execution of owned social media creative content, both visual and copy;
- Plan and execute marketing events and campaigns for the company and its brands;
- Contribute to broader campaign ideation while maintaining the company' s vision and mission;
- Manage company's social media platforms and its contents;
- Perform as the Stage Manager for company's core performances;
- Manage event workflow, logistical support, and vendors to ensure smooth execution of events and performances;
- Supervise and oversee staffs of Admin & Marketing department and working as a team to achieve the company's vision.

### December 2019 - September 2020 | CCM-Customade Costume | Costume Consultant

- Oversee the daily operation of the Costume House and provide costume styling services for an average of 15 customers per week (online and walk-in);
- Brainstorm, strategize and propose promotional campaigns for revenue generation and potential collaboration;
- Create social media contents (visual and copy) for promoting brand awareness and image;
- Design and research on creating new costumes as well as hands-on revamping and restyling old costumes in-house;

### August 2017 - July 2018 | GT Dollar Pte Ltd | Event Manager/Personal Assistant

- Create contents on the go for instant social media postings whilst escorting the artiste to all events that based locally and overseas;
- Maintain an up-to-date media archive of all artiste' s life events and manage artiste' s official social media platforms and website on a daily basis to ensure all related media publicity of artiste is most up-to-date or updated in real time;
- Event photographer and videographer for both the artiste and the company;
- To action all other reasonable requests as stipulated by the event needs for the company.

### August 2015 - August 2017 | Precious Talents International Pte Ltd | Assistant Production Manager

- Command in plan, coordination and execution of a wild range of events, from 1600 seated theatre performance to overseas immersion trips to UK and France;

## **June 2013 - July 2014 | Precious Talents International Pte Ltd | Production Assistant**

- Assist in front desk operations by attending to walk-in customers/parents and answering program enquiries;
- Designated main liaison officer with students and parents on events and productions;
- Coordinate with partners on venue booking, site recce, etc. for school events and productions;
- Assist Directors to source sets, props, and costumes;
- Assist on scheduling rehearsals and activating performers.

## **Education**

---

### **Bachelor of Arts (Honor), Theatre Art**

University of Essex, United Kingdom (2014 - 2015)

*\*Courses were completed at Nanyang Academy of Fine Arts, Singapore*

### **Diploma, Technology and Arts Management**

Republic Polytechnic, Singapore (2010 - 2013)

## **Top Skills & Languages**

---

### **Top Skills**

- Event Planning & Management
- Production Management
- Content Creation (copy & visual)
- Creative Design
- Adaptability
- Multi-task

### **Languages**

- English (Professional Working)
- Mandarin (Native or Bilingual)
- Cantonese (Elementary)