Resume

Yurii PENG

0432 949 534
yuriipeng@gmail.com
20 May 2024
yuriipeng.com

Experience

2022 - 2024 **Curae Health Group** **Melbourne** Marketing Coordinator / Digital Designer

- Ensured brand integrity across Curae Health Group members (TDSA, MFI, and OMNI), maintaining strict adherence to brand guidelines.
- Collaborated with stakeholders to create and maintain digital and print marketing materials in support of campaigns.
- Offered design and marketing guidance to relationship managers to enhance client engagement and retention.
- Produced multimedia content such as videos and animated GIFs for websites and social media platforms, enhancing brand visibility and audience engagement.
- Created targeted marketing campaigns utilising MailChimp and HubSpot with A/B testing and customised customer journeys to drive engagement and conversions.
- Implemented SEO updates for member websites, optimising search engine visibility and increasing organic traffic.
- Developed and managed monthly newsletters, analysing campaign performance to refine strategies for continuous improvement.
- Proactively updated and managed member websites via WordPress, ensuring content accuracy and relevance.
- Demonstrated exceptional task management skills to consistently meet deadlines and deliver high-quality work independently.
- Fostered effective communication with external suppliers to ensure timely delivery of materials within allocated budgets.
- Assisted in facilitating seminars at Curae education centre, utilising online tools for reservations, catering, and event promotion.

2018 - 2022 **The Dental Solution Australia** **Melbourne** Marketing / Events Coordinator

- Ensured strict adherence to brand guidelines while creating company documents to maintain brand consistency.
- Collaborated with the CEO to develop digital and print marketing materials, aligning with company objectives and brand identity.
- Designed and scheduled newsletters and promotional EDMs using MailChimp, optimising engagement and communication with stakeholders.
- Produced multimedia content for websites and social media platforms, enhancing brand visibility and audience engagement.
- Oversaw the maintenance of TDSA website and intranet, managing updates and ensuring content accuracy via WordPress.
- Generated monthly sales charts on TDSA intranet platform using WordPress, providing key insights for decision-making.
- Facilitated seminars at the TDSA education centre, utilising online tools for reservations, catering, and event promotion.

2014 - 2018 **Grandcity Travel** **Melbourne** Graphic Designer / Event Planner

Marketing collateral designs, e.g., travel brochures, flyers, posters and signage. Website maintenance. Corporate event and function designs. Event arrangement and coordination. AV and event flow designs.

Education

2016 **Diploma of Interactive Digital Design** Royal Melbourne Institute of Technology (RMIT), Melbourne

2002 - 2007 **Bachelor Degree of Sociology** National Chengchi University, Taipei

Skills

*scale: poor ●●●●● excellent

InDesign ●●●●●	WordPress ●●●●○	HTML & CSS ●●●●○	Premiere Pro ●●●●○
Illustrator ●●●●●	MailChimp ●●●●○	Google Anylatics ●●●●○	After Effects ●●●●○
Photoshop ●●●●●	HubSpot ●●●●○	Google Tag Manager ●●●●○	Final Cut Pro X ●●●●○

Referee

Greg Karabasis - *Former Chief Executive Officer*
The Dental Solution Australia (TDSA)
0419 344 282
thedentalsolution.com.au

Peter Nuthall - *Department Head*
The Dental Solution Australia (TDSA)
0426 234 135
peter.nuthall@tdsa.com.au
thedentalsolution.com.au

Portfolio

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A. EDMs

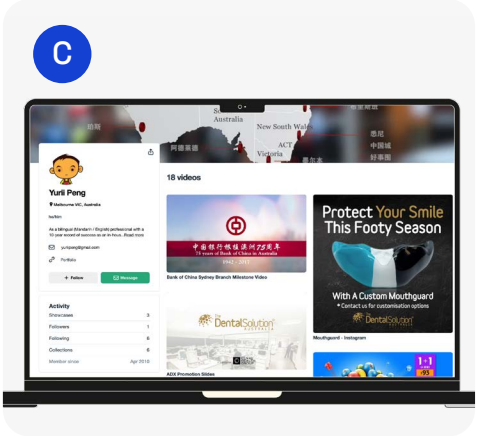
Coded and designed newsletters and promotional EDMs for the targeted clients' preferences with the customised journey via MailChimp & HubSpot.

C. Graphic Designs

Brochures, booklets, AD spreads, branding and other marketing collateral designed for various clients using Adobe Creative Cloud Apps.

B. Multimedia

Created short video clips with Final Cut Pro X and Apple Keynotes to promote the latest products. Developed animated gifs and widgets for websites, e-books and social media with HTML5, CSS and JavaScript on Tumult Hype and Edge Animate.



D. Event Collateral

Australian Dental Expo (ADX)
Show bag design from concepts to delivery: tote bags, presentation folders, pens, price lists, coupons, product brochures, TDSA brief DLs, water bottles and hand sanitisers.

E. Website Redesigns

Revamped the websites and added more functionality like event calendar, online venue booking, catering order and event registration. SEO and keyword research.

Click on the pictures for more detail when reading the PDF version & with access to the Internet.