



Name Wenjay Tew Wen Kiat
DOB 31st Aug 1989
Marriage Single
Country Malaysia (Citizen)
Location Penang, Malaysia
Portfolio <https://wenjay.net/>
Phone: +60124303110

Core Competencies

Team Leadership
Agile Methodologies
Scrum
Adobe Workfront
CSS, HTML
Graphic Design
Adobe Creative Suite
Boris FX Mocha Pro
MS Office
ChatGPT Prompting
Mildjourney & Stable Diffusion
Sony Camera System
Blender 3D

Languages

Hokkien (Full Professional)
Chinese (Professional Working)
Malay (Limited Working)
Hainanese (Full Professional)
Cantonese (Elementary)
English (Native or Bilingual)
Thai (Elementary)

wenjietew@gmail.com
talk@wenjay.net

[linkedin.com/in/wenjay-tew](https://www.linkedin.com/in/wenjay-tew)

www.wenjay.net

Career & Experience

NSW Automation Sdn Bhd

Juru, Penang, Malaysia

Content Marketing Executive

Exec 2 (Content & Multimedia Team Lead) : July 2024 - Present

Content Development:

- Conceptualize, plan & execute engaging content marketing assets, including advertising, illustrations, videos, banners, brochures, displays, & other visual materials, supporting key brand moments and channels.

Art Direction & Multimedia Content Creation:

- Guide multimedia team to design graphics that transform complex data into visually appealing, understandable graphics for various platforms, while maintaining brand consistency.

Photo & Video Production:

- As project owner/scrum master, led multimedia team, ensuring daily scrum meetings meet goals.
- Oversaw & guided the team to develop high-quality videos for marketing purposes, including product demonstrations, 3D animated instruction video, promotional videos, & tutorials by conceptualizing, scripting writing, shooting, editing, & producing content.

Increase Digital Presence:

- Implement comprehensive marketing communication strategies leveraging SEM, SEO, social media, content creation, & digital marketing campaigns to enhance brand reach across digital channels.

Website Management:

- Create & manage user-friendly websites, perform upgrades, test for performance, implement strategies to increase web traffic & subscribers, troubleshoot issues, & maintain legacy sites.

Animation & Motion Graphics:

- Oversee the multimedia team for creation of animated videos, GIFs, & motion graphics to enhance storytelling & engagement in marketing content, bringing concepts & ideas to life through animation.

Content Optimization:

- Evaluate the performance of visual content & use insights to enhance engagement, staying current with design trends and tools.

Quality Assurance:

- Uphold high standards of quality & craftsmanship in all creative outputs, ensuring brand consistency across all channels & touchpoints.

Collaboration:

- Work with team members to design & implement strategies to grow the online influencer base & overall traffic; collaborate with the marketing team, engineers to create cohesive & effective creatives supporting digital, paid performance media channels.

Technology Proficiency:

- Stay updated on emerging trends & technologies in media production & design software, leveraging AI tools to enhance content creation workflows & drive innovation in marketing efforts.



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Career & Experience

NSW Automation Sdn Bhd

Juru, Penang, Malaysia

Multimedia Executive

Exec 2 (Multimedia Team Lead) : March 2022 to June 2024
Exec 1 (Project Executor) : March 2019 to Feb 2022

Art Direction, Control Brand Image & Creative Conceptualization:

- Effective oversight of graphic & multimedia projects for advertising, corporate events & comms, & content integration aligned with brand & marketing strategies.
- Manage corporate branding, brand awareness, & creative advertising conceptualization to ensure bold internal & external brand comms.
- Art direction for Intl trade shows: SEMICON SEA, China, & West; SMTA Intl; IPC APEX; Electronica India; Electronica Europa; Nepcon & Productronica China.

Photography & Video Production (Advertising/Internal/External):

- As project owner/scrum master, led multimedia team, ensuring daily scrum meetings meet goals.
- Oversaw & guided the multimedia team in producing photos, storyboards, product & tutorial videos, internal comms videos, & product videos.
- Coordinated with internal stakeholders to efficiently transform info/data into video formats. (Animations/Motions Graphics)
- Savvy in Sony systems, DJI Pro, Nanlite lighting systems, & 10-bit video.
- Extensive experience in industrial macro photography & filming for various applications, including MEMS, SMT, SiP, underfill, high-speed jetting, micro-soldering, & wafer-level applications.

Digital Marketing, Copywriting & Content Development:

- Collaborate with engineers to creatively translate technical data into visually appealing artwork effectively conveying messages.
- Coordinate copywriting tasks, including reviewing website copy.
- Brainstorming & planning corporate communications & technical articles, optimizing keywords for SEO, preparing event write-ups, overseeing social media content, & managing other online articles.

Frontend Web Design & Web Admin:

- Project lead for corporate web (WordPress, Web design & Art direction)
- Overseeing Corporate Cpanel, Google Business Profile, Google Search Console, & Google Analytics.

Trade Shows Participation:

- Productronica China 2019 (Shanghai)
- SEMICON South East Asia 2022, 2023, 2024



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Career & Experience

NSW Automation Sdn Bhd

Juru, Penang, Malaysia

Multimedia Designer

Officer : July 2018 to Feb 2019

Graphic Design, Branding & Creative Conceptualization:

- Manage corporate branding, brand awareness, & creative advertising conceptualization to ensure bold internal & external brand comms.
- Create printed/non-printed materials (graphic design) for Intl trade shows: SEMICON SEA, China, & West; SMTA Intl; IPC APEX; Nepcon & Productronica China.

Photography & Video Production (Advertising/Internal/External):

- Produced photos, storyboards, tutorial videos, internal communication videos, & product promotional videos.
- Coordinated with internal stakeholders (engineers) to efficiently transform info/data into video formats. (Animations/Motions Graphics)
- Familiar with Sony systems, DJI Pro, Nanlite lighting systems, & 10-bit video.
- Extensive experience in industrial macro photography & filming for various applications, including MEMS, SMT, SiP, underfill, high-speed jetting, micro-soldering, & wafer-level applications.

Digital Marketing, Copywriting & Content Development:

- Collaborated with engineers to turn technical data into visually appealing artwork.
- Conducted copywriting tasks, reviewed website copy, and optimized web site content for SEO.
- Prepared event write-ups & managed social media content.

Frontend Web Design & Web Admin:

- Create & maintain corporate web (WordPress, Web de
- Handle UX design of NSW Automation download center portal (frontend)

Trade Shows Participation:

- Productronica China 2019 (Shanghai)



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Career & Experience

Penanglang.my (formerly know as Durian Tree Media Sdn Bhd)
George Town, Penang, Malaysia

Multimedia Designer

February 2014 - April 2018

- Art direction for both the corporate brand & clients' brands
- Handle Penanglang Facebook page. (Social media management)
- Managing & producing content writeup, Graphic design, & multimedia.
- Designing attractive multimedia content for client's websites.
- Conceptualize, plan & design clients' advertisements for the website.

Penang Chinese Girls' High School

George Town, Penang, Malaysia

Multimedia Trainer (Contract Trainer)

January 2013 - June 2014

Educate & Train IT Students at Public Schools, Courses:

- Photo imaging & manipulations (Photoshop)
- Video editing (Premiere Pro)
- HTML, CSS coding (Adobe Dreamweaver)
- Scratch & Code.org course preparation

Course Program Support:

- Produce monthly educational content & student handbook for students.
- Independently teach up to 500 students in a public school.
- Access & audit daily student tasks as well as provide guidance & comments

Education

Wawasan Open University (WOU) - 2018

Degree in Multimedia Technology

Equator College - 2012

Diploma In Multimedia & Graphic Design



Portfolio

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www.wenjay.net



For a comprehensive portfolio showcasing my work, including videos and motion graphics, as well as web design, please refer to the provided link above.



Scan for full portfolio