

Anna Lai

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My passion is to communicate stories worth telling on digital platforms. I want to create valuable digital conversations with your audience.

Personal Information	Nationality: Australian	Interests: Pop culture, literature, superheroes, design, fashion
Skills	Great communication skills & professional manner Highly computer literate (PC & Mac) Skills in Adobe Creative Suite Cantonese (Bilingual proficiency), Korean (Elementary proficiency)	
Experience	<p>Social Community Manager, The Works Sydney - 2014-present I melded my digital skills to cater to a wide profile of clients including: Tetley, Jim Beam, Woolworths Everyday Rewards, Canadian Club, Sea Shepherd, ŠKODA, Rexona and more.</p> <ul style="list-style-type: none">- Implementing social media strategy- Monthly reporting- Daily social page management- Manage client relationships <p>Social Media Intern, Feeling – 2013-2014 I collaborated with clients, Muum Maam (Thai restaurant) and Peel (fashion boutique), to manage their social media platforms and produce creative digital content.</p> <ul style="list-style-type: none">- Competitor analysis- Social media strategies & analytics- Industry-specific research- Graphic design <p>Social Pages & Community Manager, Lead Creation – 2012-2013 I began as a social media intern and earned the promotion of community manager through my effective management of the company's social pages and blogs.</p> <ul style="list-style-type: none">- Managing social media platforms (Facebook, LinkedIn, Twitter, G+, Pinterest)- Writing & scheduling discussions for online community engagement- Content distribution, reviewing, editing blog posts	
Further Activities	<p>Administrative Partner, Rocketboxx.net – 2008-present What began as a fun hobby has given me an incredible range of digital skills.</p> <ul style="list-style-type: none">- Site administration, management, moderation & design (22,000+ members)- Work with small team to ensure friendly environment & high-quality community- Coordinator of English-subtitles team; manages a team of 20+- Management of social media; Twitter (21,000+ followers), YouTube (25,000+ subscribers) & ASK.FM, Formspring	

Cinema On the Park Volunteer, Korean Cultural Office – 2012-present
- Teamwork in hosting a weekly Korean cinematic experience
- Customer service
- Catering service to maximise customer comfort

Annual Appeal Assistant, University of Technology Sydney – Oct 2013-Dec 2013
I contributed to UTS by raising over \$25,000 with fellow students through a tele-fundraising program by reconnecting with alumni.
- Negotiation skills - Professional phone manner

Education

University of Technology Sydney – 2012-2015
Bachelor of Communications (Information & Media)

Yonsei University (South Korea) – 2013
Global Exchange Program

References

Ms. Vanessa Hartley
Phone: (+61) 0414 482 267
LinkedIn: <https://au.linkedin.com/in/vanessahartley>
Position: Social Media Strategist (The Works Sydney)

Ms. Courtney Beck
Mobile: (+61) 0415 166 199
LinkedIn: <https://au.linkedin.com/pub/courtney-beck/21/595/2a3>
Position: Digital & Social Media Creative Strategist (The Works Sydney)