

# 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	<b>Nationality:</b> Australian	<b>Interests:</b> 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"><li>- Implementing social media strategy</li><li>- Monthly reporting</li><li>- Daily social page management</li><li>- Manage client relationships</li></ul> <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"><li>- Competitor analysis</li><li>- Social media strategies &amp; analytics</li><li>- Industry-specific research</li><li>- Graphic design</li></ul> <p>Social Pages &amp; 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"><li>- Managing social media platforms (Facebook, LinkedIn, Twitter, G+, Pinterest)</li><li>- Writing &amp; scheduling discussions for online community engagement</li><li>- Content distribution, reviewing, editing blog posts</li></ul>	
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"><li>- Site administration, management, moderation &amp; design (22,000+ members)</li><li>- Work with small team to ensure friendly environment &amp; high-quality community</li><li>- Coordinator of English-subtitles team; manages a team of 20+</li><li>- Management of social media; Twitter (21,000+ followers), YouTube (25,000+ subscribers) &amp; ASK.FM, Formspring</li></ul>	

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  
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Position: Digital & Social Media Creative Strategist (The Works Sydney)