

## SUMMARY

With years of design-led thinking and a solid foundation in marketing communications, I aspire to help grow the next generation of memorable and mindful brands. In addition to bridging the strategic and creative fields within branding, my approach draws upon diverse perspectives, cultivating original thinking and imaginative problem-solving.

# ERICA WONG

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## PROFESSIONAL EXPERIENCE

- Oct - Nov 2015 ♦ **FITCH, London**  
Strategy Intern
- Sep 2015 ♦ **Venturethree, London**  
Strategy Intern
- Sep 2013 - Sep 2014 ♦ **The Video Project, San Francisco**  
Head of Product Development & Design
- Sep 2011 - Sep 2013 ♦ **Lead Marketing Associate**
- Jan 2011 - Jul 2011 ♦ **Marketing Intern**

## HIGHLIGHTS

- Product development and design project management, which ensured consistency in the brand experience and elevation of the brand offering
- Creative design-led thinking, balanced with a strategic and practical approach to produce inventive and impactful branding solutions
- Comprehensive understanding of current branding and strategy principles, taught through the world-leading Wolff Olins framework
- Passionate about using cross-cultural and multi-disciplinary inspiration to help drive and bolster strategic brand development

*Happy to supply references upon request*

## SKILLS & EXPERTISE

### Brand Insights & Strategy

- Conducted audits of global and domestic markets and analysed industry best practices to support the creation of new challenger brands and reinvention of struggling brands
- Coordinated research analysis on worldwide trends surrounding a significant annual retail phenomenon to provide support in the publication of an agency whitepaper
- Collaborated on various client projects to redefine and reposition brand identity, personality and proposition

### Project & Brand Management

- Supervised product development and production of a digital streaming platform for a wide range of consumers, improving the brand experience and offering
- Managed print and digital brand communications with customer base of over 20,000 educational and not-for-profit institutions worldwide
- Managed internal teams, deadlines and workflow effectively on simultaneous projects, as well as handling client communications throughout

### Design & Marketing

- Responsible for graphic artwork on internal and external marketing communications, including both print and digital
- Knowledge of industry best practices for both print and digital formats to guarantee high standards of quality control in production
- Over 5 years of freelance graphic design projects for a range of clients in the fields of film and media, higher education, corporate B2B and B2C

## EDUCATION

- **Master of Science (MSc) in Brand Leadership (Distinction)**  
University of East Anglia, UK, 2014-2015
- **Bachelor of Science (BSc) in Visual Communication Design, Minor in Marketing**  
San Francisco State University, USA, 2006-2011
- **Erasmus study abroad - College of Engineering & Design**  
Brunel University, UK, 2009-2010

## EXTRACURRICULARS

- Pro-bono branding project for a UK charity to clarify its brand proposition, 2015
- FutureLearn online courses
  - Brand Storytelling (D&AD), 2015
  - Developing Cultural Intelligence for Leadership (Common Purpose), 2015
  - Understanding Modern Business & Organisations (University of Strathclyde), 2016 - in progress