

Erica Wang Chen



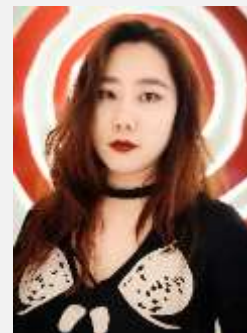
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Experience

September 2020 – April 2024 | Nam Hwa Opera Limited | Assistant Manager, Marketing & Events

- Developing, strategizing, and executing marketing initiatives to raise public awareness and achieve targets
- Conceptualize, design, and produce all marketing content and materials;
- Create and manage the company's social media creative content, both visual and copy;
- Plan and execute marketing events and campaigns for the company and its brands;
- Contribute to broader campaign ideation while maintaining the company's vision and mission;
- Manage the company's social media platforms and its contents;
- Perform as the Stage Manager for the company's core performances;
- Manage event workflow, logistical support, and vendors to ensure smooth execution of events and performances;
- Supervise and oversee staff of the Admin & Marketing department and work as a team to achieve the company's vision.

December 2019 - September 2020 | CCM-Custommade Costume | Costume Specialist

- Oversee the daily operation of the Costume House and provide costume styling services for an average of 15 customers per week (online and walk-in);
- Brainstorm, strategize, and propose promotional campaigns for revenue generation and potential collaboration;
- Create social media content (visual and copy) to promote brand awareness and image;
- Design and research on creating new costumes as well as hands-on revamping and restyling old costumes in-house;

August 2017 - July 2018 | GT Dollar Pte Ltd | Event Manager/Personal Assistant

- Create content on the go for instant social media postings whilst escorting the artiste to all events that are based locally and overseas;
- Maintain an up-to-date media archive of all artiste's life events and manage the artiste's official social media platforms and website on a daily basis to ensure all related media publicity of the artiste is most up-to-date or updated in real-time;
- Event photographer and videographer for both the artiste and the company;
- To action all other reasonable requests as stipulated by the event needs for the company.

August 2015 - August 2017 | Precious Talents International Pte Ltd | Assistant Production Manager

- Command in plan, coordination, and execution of a wide range of events, from 1600 seated theatre performances to overseas immersion trips to UK and France;

June 2013 - July 2014 | Precious Talents International Pte Ltd | Production Assistant

- Assist in front desk operations by attending to walk-in customers/parents and answering program enquiries;
- Designated main liaison officer with students and parents on events and productions;
- Coordinate with partners on venue booking, site recce, etc. for school events and productions;
- Assist Directors to source sets, props, and costumes;
- Assist on scheduling rehearsals and activating performers.

Education

Bachelor of Arts (Honor), Theatre Art

University of Essex, United Kingdom (2014 - 2015)

**Courses were completed at Nanyang Academy of Fine Arts, Singapore*

Diploma, Technology and Arts Management

Republic Polytechnic, Singapore (2010 - 2013)

Top Skills & Languages

Top Skills

- Event Planning & Management
- Production Management
- Content Creation (copy & visual)
- Photography and videography
- Creative Design
- Adaptability
- Multi-tasking

Languages

- English (Professional Working)
- Mandarin (Native or Bilingual)
- Cantonese (Elementary)