



KONG CHI CHUAN  
7 March 1995

## CONTACT

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## PORTFOLIO

- behance.net/javillkong
- javilldesign.com

## EDUCATION

- ▽ **2002 - 2007**  
SJK(C) Chong Min
- ▽ **2008 - 2012**  
SMK Sultan Abdul Aziz  
Science Stream
- ▽ **2013 - 2014**  
Universiti Tunku Abdul Rahman  
Foundation in Arts
- ▽ **2014 - 2018**  
Universiti Tunku Abdul Rahman  
Bachelor of Communication (Hons)  
Advertising

## EXTRACURRICULAR

- ▽ **2015**  
UTAR Halloween Night  
Programme Assistant
- ▽ **2016**  
UTAR Lunar New Year  
Drum Festival  
Publicity Assistant
- UTAR Musical Week 2016 -  
Miracles  
Logistics Assistant
- ▽ **2024 - 2025**  
Hotel Royal Signature  
Sport & Rec Club  
Publicity Coordinator

# JAVILL KONG

## LANGUAGES

Mandarin	<div></div>	Fuzhou	<div></div>
English	<div></div>	Cantonese	<div></div>
Malay	<div></div>	Hokkien	<div></div>

## SKILLS



## HOBBIES

Listen Music	Photography	Pickleball	Watch Movies/Dramas
Singing	Food Exploring	Badminton	Read Novels
Beatbox	Concert	Basketball	Travel

## WORKING EXPERIENCES

### ▽ Jan - Apr 2018

#### Verso & Recto Sdn Bhd Junior Graphic Designer (Intern)

- Planned and developed ideas for social media content
- Created visuals for social media platforms
- Conducted photo shoots and edited images
- Edited images, commercial and motion graphic videos
- Product packaging design
- Conducted surveys and interviews to support rebranding efforts

### ▽ July - Oct 2018

#### Cake Experiential Communications (Asia) Sdn Bhd Junior Graphic Designer

- Created key visuals for event
- Designed event offline/printing materials
- Created visuals for social media platforms (Facebook & Instagram)
- Created motion GIFs

### ▽ Feb 2019 - March 2024

#### SP Digital Plus Sdn Bhd Junior Graphic Designer - Team Leader of Creative

- Created visuals for social media (Facebook, Instagram & TikTok)
- Edited commercial and motion graphic videos
- Designed offline/printing material visuals
- Conducted photo and video shooting
- Designed product images for e-commerce platforms
- Designed product packaging
- Designed mobile app UI
- Managed and assigned allocated tasks
- Guided junior graphic designers and interns

### ▽ June - July 2024

#### Funhub TV Sdn Bhd Senior Graphic Designer

- Planned, developed, and executed content strategies for social media (Facebook & Instagram)
- Created engaging visual content tailored to each platform to enhance brand presence
- Conducted photo and video shooting
- Edited creative and trending videos
- Designed product images for e-commerce platforms

### ▽ July 2024 - Present

#### Hotel Royal Signature Marcom Executive cum Graphic Designer

- Planned, developed, and executed content strategies for social media (Facebook, Instagram & XHS)
- Created engaging visual content tailored to each platform to enhance brand presence
- Managed and optimized Meta Ads campaigns to drive engagement and conversions
- Designed marketing collateral and visuals for both online and offline/print use
- Conducted photo and video shooting
- Communicated across departments and coordinated with suppliers
- Coordinated sponsorships and partnership collaborations to amplify brand exposure
- Analyzed media and KOL profiles to identify potential collaboration opportunities
- Built and maintained relationships with media and KOLs
- Organized and hosted staycations for media and KOLs
- Assisted the team in hosting media preview events to support campaign launches