

# Résumé for Tim Yang

POSITION SOUGHT: COPYWRITER

## EMPLOYMENT

- 2003-present **Agonus Dot Com** – Self-employed  
Started a self-run consultancy that finds technology solutions for clients with low and medium budgets in terms of hosting, website design and programming.
- 2001-2002 **Ogilvy** – Senior Copywriter  
In charge of various accounts including RHB Bank and GlaxoSmithKline.
- 2000 **TBWA\London** - Intern  
Helped conduct primary and secondary research for Npower (National Power), Strongbow, Virgin Megastores and Cadbury Milk Chocolates.
- 1999-2001 **Bournemouth University** - Undergraduate student  
Dissertation topic is the seminal study of the issues involved in the use of online communities to spread word-of-mouth.
- 1999 **Peter Beaumont & Friends** (Malaysia) - Freelance Copywriter  
Managed the creative work on PBF's multi-million Ringgit accounts: Royal Stout, Dunhill cigarettes, Carls Reserve beer, Nissan.
- 1997-99 **Bates Malaysia** - Copywriter  
Planned the strategy and created campaigns for Hongkong Bank, Lion Japan household detergents, ADAM mobile phone network, Reliance travel agencies. Initiated and advised on an integrated marketing communications policy for Cleo and other brands. Won numerous creative awards. In tandem with his art director, provided the consumer research service for the brands under their care.
- 1996 **BBDO Malaysia** - Copywriter  
Expanded copywriting and conceptual-thinking skills on BBDO's main accounts: KFC, Celcom mobile phone network, Maybank, Versalink office furnishing, and numerous minor accounts. Initiated and developed a consumer research system that generates consumer insights.
- 1994-95 **Adgrand Advertising** (Singapore) - Copywriter  
Wrote tactical ads and brochures for Minolta cameras, Sony data disks, Citroen cars, Da Vinci lighting retailers, among others.
- 1993 **Eureka Advertising** (Singapore) - Copywriter  
Trained basic copywriting skills on office and housing-development project ads and brochures as well as leaflets for the OCBC Bank.
- 1992 **ABC Radio Station** (Melbourne Australia) - Student Intern  
Assisted the producers to produce a daily radio drive time talk programme called the Terry Laidler Show.

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## CREATIVE AWARDS, CONTACT, DETAILS, REFERENCES

### CREATIVE AWARDS

1998	Best of Bates (Worldwide) - Kodomo Childrens Toothpaste poster campaign (See also Lürzer's Archive Vol. 6 1998) Silver Kancil - Kodomo Childrens Toothpaste poster campaign Bronze Kancil - Stills Studio press campaign Merit Kancil - Reliance Travel domestic tourism press campaign Merit Kancil - Cleo Magazine radio commercial
1997	Silver Kancil - Cafe Citron POS campaign Bronze Kancil - Cafe Citron Press Campaign Merit Kancil - Cleo Magazine radio commercial

### CONTACT

Address	80A Jalan Padang Belia Kuala Lumpur 50470
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### DETAILS

Age	30
Languages	English (native tongue), Mandarin (conversational)
Education	(BA) Advertising and Marketing at Bournemouth University. Included courses in Account Planning, Marketing Research, Marketing Planning, Relationship Marketing, Internet Marketing, Integrated Marketing Communications, Campaign Planning and Media Planning. It is one of only two universities in the world that offer an account planning course and the first to do so.
Other education	Diploma in Mass Communication from Ngee Ann Polytechnic (Singapore), graduated 1992
Skills	Desktop publishing on Mac and PC, web page design and programming (lang: HTML, CSS, javascript, PHP), Muay Thai martial arts exponent
Interests	Movies (romance movies, sports movies, pre-70s, independent releases), movie photography
Awards	Won a three-round sparrow-weight bout at the Birmingham 2000 Muay Thai Tournament

### REFERENCE