

# Résumé for Tim Yang

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## POSITION SOUGHT: ACCOUNT MANAGER

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Tim Yang is an all-round online account manager, highly proficient in analytical, technical and client relationship matters. He is an experienced planner of online brands with accomplishments in advertising and integrated marketing campaigns.

Having worked as a freelancer, he has become very comfortable in managing client expectations and is skilled at negotiating, advising and building relationships with clients. He has a degree in advertising and marketing with expertise in extracting consumer/user insights as well as usability planning and brand planning.

### **EMPLOYMENT**

- 2003-2004      **Dentsu Malaysia**  
 Worked on planning and content creation of integrated promotional campaigns of various Japanese based international brands such as Toyota, Kao, Wacoal, Panasonic, Canon and Mild Seven cigarettes with emphasis on direct marketing. Guided the creative director in matters of online branding and online marketing.
- 2002-2003      **Freelance online account manager**  
 Introduced and planned branding and technology solutions to clients with low and medium budgets. Formulated online brand plans based on user attitudes and behaviours, market research and competitor research. Organised teams of web designers and developers for hosting, programming, CMS management, CMS design, website design, content creation, usability planning and search engine optimization.
- 1999-2001      **Bournemouth University** - Undergraduate student  
 Dissertation topic was the definition of a methodology of using current instant messenger technology for initiating indepth qualitative feedback from remote respondents.
- 2000            **TBWA\London** - Intern  
 Helped conduct primary and secondary research for Npower (National Power), Strongbow, Virgin Megastores and Cadbury Milk Chocolates.
- 1997-99        **Bates Malaysia** - Copywriter  
 Planned the strategy and created integrated marketing 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.

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## CREATIVE AWARDS, CONTACT, DETAILS, REFERENCES

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### 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	57 Jalan BU 3/7 Kuala Lumpur 47800
Telephone	(Mobile) 012-3739723
Email	timyang@agonus.com

### DETAILS

Age	29
Languages	English (native tongue), Mandarin (beginner)
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 1995
Skills	Web page design and programming (lang: XHTML, CSS, javascript, PHP), Muay Thai martial arts exponent
Interests	Movies (romance movies, sports movies, pre-70s, independent releases), jazz, traveling, web design and web publishing

### REFERENCES

Provided on request