



Name Wenjay Tew Wen Kiat
DOB 31st Aug 1989
Marriage Single
Country Malaysia (Citizen)
Location Penang, Malaysia
Portfolio <https://wenjay.net/>
Phone: +60124303110

Core Competencies

Team Leadership
Agile Methodologies
Scrum
Adobe Workfront
CSS, HTML
Graphic Design
Adobe Creative Suite
Boris FX Mocha Pro
MS Office
ChatGPT Prompting
Mildjourney & Stable Diffusion
Sony Camera System
Blender 3D

Languages

Hokkien (Full Professional)
Chinese (Professional Working)
Malay (Limited Working)
Hainanese (Full Professional)
Cantonese (Elementary)
English (Native or Bilingual)
Thai (Elementary)

wenjietew@gmail.com
talk@wenjay.net

[linkedin.com/in/wenjay-tew](https://www.linkedin.com/in/wenjay-tew)

www.wenjay.net

Career & Experience

NSW Automation Sdn Bhd

Juru, Penang, Malaysia

Content Marketing Executive

Exec 2 (Content & Multimedia Team Lead) : Jul 2024 - Present

Content Development:

- Conceptualize, plan & execute engaging content marketing assets, including advertising, illustrations, videos, banners, brochures, displays, & other visual materials, supporting key brand moments and channels.

Art Direction & Multimedia Content Creation:

- Guide multimedia team to design graphics that transform complex data into visually appealing, understandable graphics for various platforms, while maintaining brand consistency.

Photo & Video Production:

- Oversaw & guided the team to develop high-quality videos for marketing purposes, including product demonstrations, 3D animated instruction video, promotional videos, & tutorials by conceptualizing, scripting writing, shooting, editing, & producing content.

Increase Digital Presence:

- Implement comprehensive marketing communication strategies leveraging SEM, SEO, social media, content creation, & digital marketing campaigns to enhance brand reach across digital channels.

Website Management:

- Create & manage user-friendly websites, perform upgrades, test for performance, implement strategies to increase web traffic & subscribers, troubleshoot issues, & maintain legacy sites.

Animation & Motion Graphics:

- Oversee the multimedia team for creation of animated videos, GIFs, & motion graphics to enhance storytelling & engagement in marketing content, bringing concepts & ideas to life through animation.

Content Optimization:

- Evaluate the performance of visual content & use insights to enhance engagement, staying current with design trends and tools.

Team Work & Collaboration:

- Work with team members to design & implement strategies to grow the online influencer base & overall traffic; collaborate with the marketing team, engineers to create cohesive & effective creatives supporting digital, paid performance media channels.

Technology Proficiency:

- Stay updated on emerging trends & technologies in media production & design software, leveraging AI tools to enhance content creation workflows & drive innovation in marketing efforts.

Past Key Achievements

SEO Excellence, Ranked #1 on Google

Successfully helped NSW Automation achieve a #1 ranking on Google for competitive keywords such as "Solder Paste Dispensing," "Solder Dispenser," and "Liquid Metal Dispensing" through strategic SEO, article planning, and content optimization efforts.

Achieve 38% of the total leads from Website SEO

Website SEO efforts for NSW Automation's website (2024) successfully attracted up to 38% of the leads (2024) through the contact form, significantly boosting inbound inquiries and conversions.



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Career & Experience

NSW Automation Sdn Bhd

Juru, Penang, Malaysia

Multimedia Executive

Exec 2 (Multimedia Team Lead) : Mar 2022 to Jun 2024

Exec 1 (Project Executor) : Mar 2019 to Feb 2022

SEO, Content Development, Digital Marketing, & Copywriting

- Collaborate with engineers to creatively translate technical data into visually appealing artwork effectively conveying messages.
- Coordinate copywriting tasks, including reviewing website copy.
- Brainstorming & planning corporate communications & technical articles, optimizing keywords for SEO, preparing event write-ups, overseeing social media content, & managing other online articles.
- Create and edit technical materials, technical case studies, website articles, and application reports.

Art Direction, Control Brand Image & Creative Conceptualization:

- Effective oversight of graphic & multimedia projects for advertising, corporate events & comms, & content integration aligned with brand & marketing strategies.
- Manage corporate branding, brand awareness, & creative advertising conceptualization to ensure bold internal & external brand comms.
- Art direction for Intl trade shows: SEMICON SEA, China, & West; SMTA Intl; IPC APEX; Electronica India; Electronica Europa; Nepcon & Productronica China.

Photography & Video Production (Advertising/Internal/External):

- As project owner/scrum master, led multimedia team, ensuring daily scrum meetings meet goals.
- Oversaw & guided the multimedia team in producing photos, storyboards, product & tutorial videos, internal comms videos, & product videos.
- Coordinated with internal stakeholders to efficiently transform info/data into video formats. (Animations/Motions Graphics)
- Savvy in Sony systems, DJI Pro, Nanlite lighting systems, & 10-bit video.
- Extensive experience in industrial macro photography & filming for various applications, including MEMS, SMT, SiP, underfill, high-speed jetting, micro-soldering, & wafer-level applications.

Frontend Web Design & Web Admin:

- Project lead for corporate web (WordPress, Web design & Art direction)
- Overseeing Corporate Cpanel, Google Business Profile, Google Search Console, & Google Analytics.

Trade Shows Participation:

- Productronica China 2019 (Shanghai)
- SEMICON South East Asia 2022, 2023, 2024



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Career & Experience

NSW Automation Sdn Bhd

Juru, Penang, Malaysia

Multimedia Designer

Officer : Jul 2018 to Feb 2019

Graphic Design, Branding & Creative Conceptualization:

- Manage corporate branding, brand awareness, & creative advertising conceptualization to ensure bold internal & external brand comms.
- Create printed/non-printed materials (graphic design) for Intl trade shows: SEMICON SEA, China, & West; SMTA Intl; IPC APEX; Nepcon & Productronica China.

Photography & Video Production (Advertising/Internal/External):

- Produced photos, storyboards, tutorial videos, internal communication videos, & product promotional videos.
- Coordinated with internal stakeholders (engineers) to efficiently transform info/data into video formats. (Animations/Motions Graphics)
- Familiar with Sony systems, DJI Pro, Nanlite lighting systems, & 10-bit video.
- Extensive experience in industrial macro photography & filming for various applications, including MEMS, SMT, SiP, underfill, high-speed jetting, micro-soldering, & wafer-level applications.

Digital Marketing, Copywriting & Content Development:

- Collaborated with engineers to turn technical data into visually appealing artwork.
- Conducted copywriting tasks, reviewed website copy, and optimized web site content for SEO.
- Prepared event write-ups & managed social media content.

Frontend Web Design & Web Admin:

- Create & maintain corporate web (WordPress, Web de
- Handle UX design of NSW Automation download center portal (frontend)

Trade Shows Participation:

- Productronica China 2019 (Shanghai)



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Career & Experience

Penanglang.my (formerly know as Durian Tree Media Sdn Bhd - Now Defunct)
George Town, Penang, Malaysia

Multimedia Designer

February 2014 - April 2018

- Art direction for both the corporate brand & clients' brands
- Handle Penanglang Facebook page. (Social media management)
- Managing & producing content writeup, Graphic design, & multimedia.
- Designing attractive multimedia content for client's websites.
- Conceptualize, plan & design clients' advertisements for the website.

Penang Chinese Girls' High School

George Town, Penang, Malaysia

Multimedia Trainer (Contract Trainer)

January 2013 - June 2014

Educate & Train IT Students at Public Schools, Courses:

- Photo imaging & manipulations (Photoshop)
- Video editing (Premiere Pro)
- HTML, CSS coding (Adobe Dreamweaver)
- Scratch & Code.org course preparation

Course Program Support:

- Produce monthly educational content & student handbook for students.
- Independently teach up to 500 students in a public school.
- Access & audit daily student tasks as well as provide guidance & comments

Education

Wawasan Open University (WOU)

Bachelor of Information Technology (Honours) Multimedia Systems
CGPA 3.1

Equator College

Diploma In Multimedia & Graphic Design
CGPA 3.25



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Teaching Career

Blue Pillar Academy Sdn Bhd

Butterworth, Penang, Malaysia

Weekend Remote Contract Lecturer for Professional Diploma in Digital Visualization (DV)

Dec 2024 - Present (Part-time weekend)

Course Development:

Designing course outlines and structures that align with program objectives and industry standards. Develop engaging and informative teaching materials, including presentations, handouts, and multimedia resources, to facilitate student learning. Design assignments that challenge students to apply their knowledge and skills in practical scenarios. Develop clear and concise exam questions that assess students' understanding of course concepts and their ability to apply them. Ensure that all course materials, assignments, and exam questions align with the learning objective and assessment criteria of the course. Continuously review and update course materials, assignments, and exam questions based on feedback from students, colleagues, and industry experts.

Teaching:

Imperative to deliver captivating and informative lectures to students that align seamlessly with the curriculum and course learning objectives.

Grading:

Grade assignments, projects, and exams in a timely and fair manner, providing constructive feedback to students to help them improve.

Student Support:

Provide academic support and guidance to students, including answering questions, offering clarification on course materials, and providing additional resources when needed.

Professional Development:

Stay updated with the latest trends, techniques, and technologies in the field of landscape design to enhance teaching effectiveness and course content.

Professional Conduct:

Maintain professionalism in all interactions with students, adhering to ethical standards and promoting a positive learning environment.



Portfolio

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www.wenjay.net



For a comprehensive portfolio showcasing my work, including videos and motion graphics, as well as web design, please refer to the provided link above.



Scan for full portfolio