Emma MeiQi MacArthur

emmaaa9680@gmail.com | (+61)0492942228 | <https://www.linkedin.com/in/emmamacarthur/>

EDUCATION

**University of Melbourne – Australia**

(Expected Graduation: December 2023)

*Double Major: Media and Communications, Creative Writing – Bachelor of Arts*

**Coursework**: Social Media Analytics & Data Scraping, Marketing, Customer Service, Budgeting, Stakeholder Management, Project Management, Digital Marketing, Copywriting, Proposal Writing, DevOps, Web Design, Adobe Illustrator & Photoshop, Microsoft Excel

**Royal Melbourne Institute of Technology – Australia**

*Major: Fashion Design & Technology*

**Coursework**: Patternmaking, Fashion Illustration, Sewing, Printmaking, Pattern Grading, Adobe, Trend Analysis

**The University of Hong Kong – Hong Kong**

(2018-2020)

*Major: Journalism – Bachelor of Arts*

**Coursework**: News Reporting, News Writing, News Presenting, Public Speaking, Copywriting

EXPERIENCE

**Elevate Education – Coach (Currently Employed) Melbourne, Australia**

* Analyze and identify clients’ strengths and weaknesses
* Collaborate with the team leader with timely and effective communication to resolve issues
* Deliver customized strategies to facilitate learning based on client analysis
* Communicate effectively and build rapport with clients
* Identify clients’ needs and actively promote course plans to fit specified needs

**Primo Management Limited – Model (2018-2020) Hong Kong, Hong Kong**

* Participated in advertising campaigns through fashion and commercial modeling, including Nike Hong Kong
* Collaborated with advertising agencies to promote local brands for online shopping networks
* Managed time and scheduled effectively to attend numerous appointments and castings in a day
* Communicated effectively with photographers and directors to achieve desired outcomes

SKILLS

Professional Writing/Editing Marketing/Digital Marketing Stakeholder Management

Content/Project Management Customer Service Time Management

Fluent in Mandarin Creativity Proposal Writing

Teamwork/Collaboration Building Effective Relationships Presentation/Public Speaking

Microsoft – Office/Excel Adobe – InDesign, Illustrator, PS Google Analytics