



## Carly Adrienne Yee

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## Experience

### Pop PR 2017

Volunteer for London Fashion Week Autumn/  
Winter Collection 2017

- Designed layout of venue seating to optimize guest viewing and prioritized celebrity and influencer placement
- Distributed press releases to key influencers in the fashion industry to promote designer collections
- Directed volunteers to man appropriate positions and complete tasks to ensure a seamless event
- Arranged and packaged goodie bags for VIP guests
- Executed transportation logistics and resolved special requests for designers, photographers and guests

### Sustainable Business Alliance/ Oakland Grown 2016

Marketing and Social Media Specialist

- Advised on social media posts, aesthetics and imagery
- Created new promotional ideas to enhance brand awareness
- Designed and proposed new logo concepts
- Redesigned newsletter and extended workshop invitations to engage members
- Assisted in creation of communications regarding merger
- Merged membership lists and verified information

### Esurance, an Allstate Company 2016

Intern

- Brainstormed concepts and content for social media
- Executed social media and tracked engagement to optimize performance
- Monitored and analysed social media trends to assure relevant content

## Achievements

Winner of Best Use of Emerging Technologies and Finalist for Best Overall Campaign in UWL Advertising and PR Awards

Third place in Adam and Eve DDB Live Brief for the AA Driving School

## Education

### University of Edinburgh 2019-2020

MSC Design and Digital Media

Courses include: Digital Playgrounds for the Online Public, Design for Interactive Media, Game Design Studio and Design and Digital Media Final Project

### University of West London, Ealing 2015-2018

BA (hons) Advertising and Public Relations

Modules include: Digital Creativity, Campaigns, Creative Art Direction, Communication Design Story

### Richmond, The American University in London Summer 2014

Course: Uncovering London's Museums (Art History and Curation)

## Skills

### Technology and Software:

- Three dimensional design and game engines (Maya and Unity), knowledge of Blender and Cinema 4d
- Adobe Creative Cloud (Photoshop, Illustrator and InDesign), base knowledge of Premiere, XD and AfterEffects
- Base knowledge of Procreate, Protools, iMovie and Canva
- Production: Videography, Photography and Presentations
- Google Products (Google Docs, Google Drive, Google Slides, Google Sheets)
- iWork (Pages, Keynote, Number)
- Microsoft Office (Word, Powerpoint, Excel, Outlook)
- Knowledge of HTML, bootstrap and C#

### Leadership:

- Led team projects including 25+ members for showcase event
- Volunteered leading Make-A-Wish and Red Cross local community events

### Organization:

- Coordinated meetings, planned silent auction fundraiser and events with high attention to detail