

Erica Boey

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Education

University of North Carolina at Chapel Hill

Hussman School of Journalism & Media - B.A. in Media and Journalism (CGPA: 3.78)

Chapel Hill, NC

Aug 2021 – May 2024

Double Major in Advertising & Public Relations and Political Science – Distinction, Dean's List

- Morton Media Leadership Program Scholar - 18-month immersion program for advertising & public relations students
- *Relevant Coursework:* Public Relations Campaigns, Concepts of Marketing, Advertising & Public Relations Research, Public Relations Writing, International Political Economy, Authoritarian Politics, International Peace and Terrorism

Taylor's University – Lakeside Campus

Taylor's American Degree Transfer Program (ADP) - B.A. Liberal Arts – Political Science (CGPA: 3.92)

Kuala Lumpur, Malaysia

Jan 2020 – Jul 2021

Experience and Projects

Unicom Marketing Malaysia

Marketing Executive

Kuala Lumpur, Malaysia

Sep 2024 – Present

- Increased social media impressions and engagement by 7,292% and 5,100% in one month through short-form video content
- Curate 8+ in-house social media content strategies for 6+ clients to raise brand awareness on end-to-end activation projects
- Organize 3+ project timelines for 3+ in-house marketing projects on sustainability to generate leads and improve client retention

Intertrend Communications

Marketing Strategy Intern

Long Beach, CA

Jun 2023 – Aug 2023

- Developed digital fundraising strategies through weekly meetings to attract donors and increase fund contributions
- Collaborated with a team of 8 to establish company persona and brand architecture for start-up donor-advised fund client
- Analyzed data from conducting market research and 8 in-depth interviews with consumers to inform branding strategies

Carolina Union Activities Board

Marketing Vice President

Chapel Hill, NC

May 2022 – May 2024

- Successfully attracted 500+ community attendees to large-scale campus event by coordinating with 5+ university departments
- Formulated brand outreach plan for 4+ monthly partnerships by creating sponsorship packages and email templates
- Sold over 1,700 tickets for college music festival headlining Young Nudy by conducting a 4-month marketing campaign
- Led a team of 3 to achieve outreach of over 9,600 Instagram accounts by creating over 1,000 promotional materials

1893 Brand Studio

Project Manager, Campaigns Team Lead, and Multimedia Team Member

Chapel Hill, NC

Jan 2023 – May 2024

- Led a team of 18 to execute a winning long-form strategic public relations campaign for popular local restaurant client
- Coordinated daily postings and meeting schedules on Trello for 2+ client projects simultaneously to produce 50+ deliverables
- Boosted client Instagram account engagement by 70% with 3-5 weekly social media promotional graphics and posts
- Spearheaded the production of 2-3 short and long-form promotional videos weekly for 5+ clients social media campaigns

Public Relations Campaigns (MEJO 634)

Project Manager

Chapel Hill, NC

Jan 2024 – May 2024

- Designed strategic public relations campaign to increase ticket sales among Gen Z for the PGA Wyndham tournament
- Organized project timeline to meet project deadlines by tracking assignment progress and team member performances
- Communicated extensively with team of 9 to delegate tasks on updated plans for Wyndham client research and campaign report

Jane Austen Summer Program (JASP) – APPLES Service-Learning (MEJO 332)

Public Relations Coordinator

Chapel Hill, NC

Aug 2022 – Dec 2022

- Created 10+ professional public relations kit materials to introduce nonprofit client events to journalists and news publications
- Analyzed client's website, newsletters, and social media accounts to formulate improved event communication materials
- Corresponded closely with client in emails and bi-weekly meetings to receive feedback on written and design deliverables

Merchantrade Asia

Advertising & Promotions Intern

Kuala Lumpur, Malaysia

Jun 2022 – Aug 2022

- Edited over 100 LinkedIn posts for Environmental, Social, and Government's (ESG) influence on financial-tech companies
- Executed 2 social media video campaigns, producing intern recruitment videos for Instagram and Facebook

Additional

Technical Skills: Adobe Premiere Pro, Adobe Photoshop (Certified), Adobe Illustrator, Adobe Lightroom, Adobe Lightroom Classic, Adobe Audition, Adobe InDesign, Audacity, Davinci Resolve, Procreate, WordPress, Canva; Qualtrics; Microsoft Office Suite; Google Suite; Trello

Languages: Native English; fluent Mandarin; advanced professional Malay; advanced Cantonese