

## **TIMOTHY ALAN T. CHUA**

**Residence:** Malate, Manila

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**Behance:** behance.net/TimothyChua

**Portfolio:** timothyalanchua.wixsite.com/portfolio

Adept in video, dabbles in graphics, invigorated by narrative, and motivated by movement caught on camera. Values learning and perspective. Seeks to start a career at a place that inspires creativity, values expression, and pushes for self-improvement.

### **EDUCATION**

May 2011-Oct 2015      De La Salle University – Manila

- Bachelor of Science in Advertising Management
- Dean's List: 2nd Term, AY 2012-2013; 3rd Term, AY 2013-2014

June 1998-Mar 2011      Xavier School

- Grade School and High School Diplomas

### **EXPERIENCE**

Feb 2018-Present      Management Trainee, Philippine National Bank (PNB)

- Participant of the 10th batch of PNB's Junior Executive Development Institute (JEDI) program, tasked with learning about the bank's various products, services, and operations to be prepared to be among the bank's future leaders
- Photographer, videographer, and multimedia team for the said batch, working on any multimedia needs of the batch
- Created lyric videos and same day edit, shot for a National Anthem video, and took photos during the event itself for Excellerate, PNB's Icon 2018 convention for senior officers
- Created onboarding video for Bayad Connect, a project of PNB and Bayad Center
- Pilot tester for PNB's Microsoft 365 soft launch

Oct 2017-Jan 2018      grafikGiraffe, Multimedia Intern

- Edited videos given provided footage and instructions
- Assisted in "Dought It Forward" shoot for Krispy Kreme
- Assisted in copy for company brand bible
- Revised copy for client's company website
- Conceptualized campaigns and calendar to promote grafikGiraffe, especially through social media
- Created animated graphics for grafikGiraffe social media and clients

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Mar-June 2017

Ayala Land Premier, Premier Property Specialist

- Promoted Ayala Land Premier's lot and condominium projects to targeted market
- Crafted e-mails and text messages to further attract clients
- Remained updated on current market situation and participated in sales initiatives
- Established and maintained healthy business and client relationships
- Analyzed clients' needs and addressed them with the most holistic approach
- Worked independently with a result-driven attitude

May-July 2015

Gallardo & Associates (Gasso), Creatives Intern

- Conceptualized executions for brands such as BDO, CDO, and Green Cross.
- Engaged in collaboration with colleagues
- Assisted in handling day-to-day activities

## **THESIS**

July 2015

"Making It Count"

- An Intergrated Marketing Campaign (IMC) for BDO Debit Card

## **LANGUAGES**

- Filipino, English, Chinese (Mandarin)

## **PROGRAM PROFICIENCIES**

- Adobe Photoshop, Motion, Adobe Premiere Pro, Adobe Illustrator
- Works-in-progress: Adobe InDesign, After Effects, and Lightroom
- Microsoft Word, Excel, and PowerPoint
- Windows, Mac

## **SKILLS**

- Conceptualization, storytelling, copywriting, advertising
- Videography, video editing, motion graphics, basic audio editing

## **INTERESTS**

- Film, television, photography, video games