

ruth chua

Marketing & Digital Coordinator

SKILLS

Design (Print/ Digital)

Branding, Social Media Templates, Posters, Publications, Web Design

Marketing

Social Media Campaigns
Retail Activation Campaigns
Meta Paid Advertising
Email Marketing
Content Creation & Scheduling
Influencer Partnerships/ Engagement
Website Management

Coding

HTML, CSS, JavaScript

SOFTWARE

Design & Video

Adobe (Illustrator, Photoshop, Premiere Pro), Canva

Marketing

Meta Business Suite, Vision6, Mailchimp, Wordpress, Wix

EDUCATION

Bachelors in Creative Industries with Distinction

Queensland University of Technology | 6.2 GPA | 2024 |

Diploma in Mass Communication

Ngee Ann Polytechnic | 3.48 GPA | 2021

REFERENCES

Payman Meydani

Design Manager, Panettiere Dev.
payman.meydani@apcorp.com.au

Daniel Sim

Creative Director, Daniel Sim Design
support@danielsim.com.au

Jasmine Lim

Marketing Manager, Enviably Me
jasmine.lim@envi.me

WORK EXPERIENCE

June 2025 - current

MARKETING COORDINATOR | BT Marketing

Manage end-to-end marketing for 11 retail centre portfolios across QLD and NSW, including Underwood Marketplace, Hope Island Marketplace, Salt Village and Bracken Ridge Plaza.

- Designed and scheduled daily content and boosted posts for each centre via Meta Business Suite, achieving a peak reach of 300,000+ across Underwood Marketplace's social media platform
- Managed and maximised marketing budgets across all centres (\$8k+ per month) and ensured cost-effective paid advertising (Meta) and on-site campaigns to maximise reach
- Developed and delivered monthly EDMs, achieving a 26-40% open rate to increase foot traffic
- Successfully planned and executed digital campaigns (e.g. sign up and win, retailer features) and Centre activations events (eg. spend-and-win, school holidays, Christmas campaigns)
- Prepared monthly reports highlighting performance, campaign outcomes and future marketing

Feb 2025 - Apr 2025

GRAPHIC DESIGNER (MARKETING) | Panettiere Developments

Contributed to the marketing and brand development for a \$1.5B multi-residential luxury project in Newstead, comprising ORO (residential) and Little Italy (retail):

- Developed brand identities to position the retail and residential components strategically
- Created brochures and print materials to raise brand awareness and sales enquiries
- Supported website and social media launch to drive lead generation and CRM integration

Dec 2023 - Dec 2024 (Part-time)

GRAPHIC & WEB DESIGNER | Daniel Sim Design | Excite Media

Created and refined client brandings, websites and produced promotional content.

- Designed branding assets such as logos, brochures, animations and videos
- Enhanced brand visibility by creating engaging websites and print materials

Aug 2021 - Jun 2022

CONTENT PRODUCER (MARKETING) | Enviably Me Digital

Delivered high-impact content and campaign execution for FMCG and retail brands on an e-commerce platform, increasing engagement by 300% through live streaming content.

- Managed and scheduled marketing assets using Mailchimp and Meta Business Suite
- Analysed audience behaviour and engagement metrics to create UGC campaigns
- Engaged talents and influencers to promote client products or host live streaming shows
- Managed platform's front-end via Magento: updated products, CMS content & improved SEO

NOTABLE PROJECTS

HALLOWEEN ADVENTURE | Bracken Ridge Plaza, QLD

Drove high community engagement and delivered a sold-out in-Centre Halloween event, achieving a 90% attendance and 80% retailer engagement rate. | Role: Marketing Coordinator

- Planned and coordinated event logistics (lollies, voucher redemption) centre event, signage and promotional materials.

GOVERNMENT REBRAND | Queensland Fire Department

Redesigning internal documents and visual assets to support QFD's rebranding and ensure brand consistency across all touchpoints. | Role: Graphic Designer

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