

CHEN | CHEN

Graphic designer & Marketing designer

CONTACT



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www.cchen.top

EDUCATION

• 2020-2022

M.F.A Visual Communication

Royal Academy of Fine Arts Brussels, Belgium

-The thesis was collected in the library of the Academy of Fine Arts Brussels

• 2019-2020

B.F.A Graphic Design

School of Fine Art Valence, France

• 2020-2022

B.A Advertisement

Sichuan Agricultural University (Project 211), China

-Awards: National Encouragement scholarship, Outstanding Graduates, Excellent Student Cadre

-2 years experience as a student supervisor

SKILLS

Photoshop



Illustrator



InDesign



After Effects



Microsoft Office



Elementor



WordPress



LANGUES

French (Advanced)

English (Intermediate)

Mandarin (Native)

WORK EXPERIENCE

Project Coordinator

China Light Festival B.V. | Antwerp, Belgium

09/2023-Présent

- Dynamic Leadership: Dynamically led a team of 20+ event staff, ensuring seamless collaboration and flawless event execution.
- Marketing Results: Working with the marketing team, attracted an average of 1,000+ visitors to events daily, building brand awareness.
- Partner Responsiveness: Responds quickly to partner needs, effectively resolving issues arising during events, ensuring strong and harmonious partnerships.
- Continuous Optimisation: Conducts post-campaign evaluations, gathers feedback, identifies opportunities for improvement, and implements strategic adjustments to optimise future campaigns.

Marketing designer (FT→PT)

Association of European Artists | Paris, France

05/2023-Présent

- Event Design: Successful orchestration of artistic events, such as the "We Are the World" art exhibition at the Louvre, the "Paris International Children's Art Festival" at the Eiffel Tower, and other major artistic events.
- Visual Creation: Development of visual material for presentations, events and exhibitions, as well as graphic designs for social media, websites and printed brochures.
- International Outreach: Attracted a diverse audience from 130+ countries and regions to the event, engaging 500+ participants.
- Evaluation and Continuous Improvement: Conducted in-depth evaluations of exhibits, analysed

Marketing designer (PT)

Sae Cham et Machiya Bento | Paris, France

06/2023-09/2023

- Marketing strategies on social networks: We animate social network accounts (Facebook, Instagram, Google map) with engaging content: photos, stories, videos, generating a significant increase in subscribers (600+ and 200+ respectively).
- Creation of graphic material: Creation of high-quality graphic material, including menus, leaflets, loyalty cards and other visual aids, to reinforce the restaurants' visual identity.

Graphic designer

Uniconcept Pro | Paris, France

03/2023-05/2023

- Diversified partnerships: Working with over 30 different types of company to understand their needs and build productive relationships.
- Multi-format creation: Designing a variety of communication media, both print and digital.
- Customer Feedback: Maintaining regular communication with customers to ensure satisfaction.
- Internal collaboration: Working closely with a design team of 8 people.

Graphic designer

Tsinghua Science Park | Brussels, Belgium

07/2022-09/2022

- Visual Design: Creation of distinctive logos and professional layouts, giving Tsinghua Science Park a unique visual identity.
- Impactful Presentation: Production of impactful PowerPoint presentations, contributing to the effective communication of cultural and corporate projects.

Fondateur du studio de photographie

CCL photo studio | Bruxelles, Belgique

07/2022-09/2022

- Marketing and Advertising Strategies: Developed and implemented marketing and advertising strategies that significantly increased the studio's brand awareness, reaching 1000+ people.
- Team Leadership: Directed a team of photographers with precision, ensuring projects were executed meticulously and on time. Conducted regular critical reviews to ensure exceptional quality of work.
- Exceptional Customer Service: Established a solid reputation for providing exceptional customer service and generating 16 new clients for the photography studio.