

ALEX CHOY




PROFILE


Recently graduated from Birmingham City University in BSc (Hons) Fashion Business and Promotion. I am extremely keen to discover and learn new things and skills. A thoughtful and challenging nature allowed me to be able to handle problems independently. I am driven to utilise my knowledge and secure a career in New Media Operation or Digital Media Production.


FULL NAME

DING BANG ALEX CHOY

CONTACT

 DING.CHOY@MAIL.BCU.AC.UK

 DING BANG ALEX CHOY

 @CHEEZUSTALK

LANGUAGES

MANDARIN

CANTONESE

ENGLISH

SKILLS



TRAVELS

China, Barcelona, Zurich, Paris, Amsterdam, Kuala Lumpur, Singapore, Tokyo, California, Abu Dhabi, Dubai, UK, Italy.

KEY QUALITIES

- Strong observation ability
- Confident communication
- Passion in discovering
- Creative
- Able to work independently
- Initiative to Problem Solve

EDUCATION INFORMATION

Birmingham City University

BSc (Hons) Fashion Business and Promotion

[Sep.2017 - June.2020]

SEP2017-JUN-2020

Courses: Fashion Business Context, Trend Forecasting, Fashion Buying & Merchandising, Visual Merchandising, International Retailing, Marketing & PR, Event Management, Dissertation, Final Major Project.

Trend Forecasting - Young & Reckless

- Created a integrated report and forecasted future fashion trend based on research

Visual Merchandising-Autogenous Improvement

- Cooperated in group to operate an radical campaign
- Took charge of creating 3D model of the concept to visualize the idea

International Retailing-Dadong in UK

- Produced a integrated research report of international market and made a business plan for Dadong to expand business into UK

Marketing & PR-HUMAN Campaign

- Produced a completed research report of international market and made a business plan for Dadong to expand business into UK

Event Management- "The Chinese Four Arts Event" by Team Innovation

- Held an charity event and successfully raised £726 to the charity, St.Basil.
- Managed the team as team leader and responsible for team management, visual design, idea decision.

Final Project-The Project Sound Hunter

- Created a integrated business plan and research document for 8 Mile Underground

PROFESSIONAL SKILLS

- Video editing
- Event management
- Textile design
- Visual design
- Music production
- Script creating
- Business plan developing
- Market research and analysis
- Marketing and PR management
- Social media operation

INTERESTS & HOBBIES

- Video production
- Music production
- Photography
- Film shooting
- Drawing
- Cooking
- Puzzles
- Comedies

REFERENCE

Alison Rapsey
Course Director
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5 Cardigan street
Birmingham
B4 7bd

BCU PORTFOLIO



WORK EXPERIENCES

Beijing Heipa Culture Media Ltd. Video Editor

[May.2019 - Present]

- Responsible for full process of video production, including script editing, video shooting, presenting and video editing.
- Translate for interviews of celebrities.
- Event management and execution.
- Produced video contents with good responds.

Missquq.com

Video production intern

[Apr.2019 - May.2019]

- Responsible for video shooting and editing.
- Created digital media promotion contents.

Beijing DeRuiHeng Engineering Construction Supervision Ltd.

Marketing intern

[July.2018- Sep.2018]

- Produced engineering tender documents .
- Communicated with cooperative partner company.

OTHER EXPERIENCES

Temporary Actor

- Temporary Actor for short internet TV series.

Video blogger/YouTuber

- Run an own video channel on Youtube, Bilibili and Weibo

Independent Musician

- Create and published 3 music tracks.
- Composing and lyrics writing

Staff Trainer

- Trained staffs about hip-hop culture