Woon Wu Chyi

Growing up as a car enthusiast, I finally took the plunge into the automotive sector in 2019 with a career change into journalism, utilising my creativity, knowledge-hungry mindset, and detail-oriented work ethic in a whole new context.

Contact

Address
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Skills

Skill	Rating
Automotive industry knowledge	Excellent
Market research and analysis	Excellent
Copy editing	Excellent
Media operations knowledge	Excellent
Strategic planning	Very Good
On-camera skills	Very Good

Languages

Language	Rating
English	Excellent
Mandarin	Very Good
Malay	Good

Work History

2019-09 - Current

Sub-Editor

Big Buzz Media (AutoBuzz.my), Petaling Jaya, Selangor

- Published daily written pieces, including automotive news, reviews, and feature stories focusing on concise and relevant information, delivered in a stylised tone.
- Formulated various SEO-friendly articles based on web and social media analytics - increased website readership by up to two times during peak months (approx. 150,000 monthly readers).
- Script, plan, direct, and present in regular YouTube videos, including reviews, as well as informational and lifestyle content, for an average audience of 405,000 viewers monthly.
- Acted as interim editor, setting the tone and direction of the editorial desk, while also editing and approving the work of other writers for publication.

2017-09 - 2019-09

Manager, Tech Operations

Enjoy TV Broadcasting, Kuala Lumpur

- Managed a small cross-functional team for the daily operations of IPTV broadcasting backend, including frequent collaboration with international technical partners.
- Developed product roadmap ahead of launch of new IPTV platform, taking into account projected user growth rate, funding, product requirements, and market trends.
- Prepared and presented business proposals for potential investors and other partners.

Education

2014-09 - 2017-07

Bachelor of Science: Music, Multimedia, And Electronics

University of Leeds - United Kingdom

- Graduated with second class honours, upper division.
- Vice President of Malaysian and Singaporean Students Society, oversaw the organisation of various events including intercollegiate sports tournaments.
- Completed two final year projects, including individual and group projects, involving app development, sound design, and electronic engineering.