

KAYLEE WONG

Creative Enthusiast

CONTACT

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SKILLS

Project Management
Photography & Videography
Digital Media & Editing
Art Direction & Brand Development

TECHNICAL PROFICIENCIES

Media Editing:
Adobe Suite Platforms (i.e Photoshop, Lightroom), Capcut, Procreate and Canva

Office Productivity Tools:
Google Docs, Microsoft Word, Excel and Powerpoint

Project Management Tools:
Notion, Everhour, Asana, Sprout Social, Later and Hootsuite

Communication Platforms:
Slack

Financial Audit Platforms:
Quickbooks

Website Design:
Squarespace

Photography & Videography:
Nikon and Sony

WORK EXPERIENCE

DESIGN NEXT AGENCY

Operations Manager & Senior Project Manager

May 2023 - Current

- Established Agency Operations:** Spearheaded the launch of Design Next Agency, establishing core processes and positioning it as an innovative leader in the 'design and build' industry.
- Cross-Functional Leadership:** Bridged the gap among multidisciplinary teams (visual, interior design, engineering, and construction), ensuring streamlined progression from initial concepts to final buildout, achieving completion 20% ahead of industry timelines.
- Strategic Brand Development:** Designed innovative brand concepts tailored to resonate with target goal audiences by leading in-depth brand positioning research for hospitality clients. Translated these concepts into actionable space planning requirements, fostering efficient collaboration with engineers and interior designers to deliver cutting-edge designs and operational alignment.
- Vendor and Subcontractor Management:** Liaised with third-party subcontractors and vendors, ensuring clear communication, and on-time delivery of all project milestones.
- Client Contract Administration:** Authored detailed Master Service Agreements, clearly outlining scopes, budgets, and timelines to guarantee transparency, accountability, and streamlined project execution.
- Financial and Scope Management:** Strategically analyzed client project budgets to define cost allocations for both design and construction teams. Maximized net profitability for Design Next Agency by incorporating percentages for profit margins and contingency funds, ensuring protection against potential risks within approved budgets.
- Construction Oversight:** Supervised on-site construction build-outs, ensuring timely client reporting and implementing proactive, cost-effective solutions to promptly address day-to-day challenges
- Expense Tracking and Invoicing:** Managed project expenses and transactions in QuickBooks, ensuring precise and up-to-date financial records. Performed comprehensive audits and supervised annual reporting to uphold compliance and ensure financial transparency.
- Regulatory Compliance:** Collaborated with insurance brokers, landlords, and construction teams to secure all requirements (COIs, LOIs, Permits, etc.), ensuring a smooth and compliant construction process.
- Milestone Reporting:** Delivered consistent weekly updates and effectively delegated tasks to internal teams and external stakeholders, keeping projects on schedule and fully aligned with client objectives.
- Media and Public Relations Support:** Partnered with PR and design teams to craft impactful project briefs, press releases, and promotional content, driving visibility and engagement through media submissions.
- Content Creation:** Directed and executed professional photoshoots of completed spaces, producing high-quality imagery for PR, marketing, and promotional materials to elevate project visibility.

HYPHEN & CO

Social Media Coordinator & Digital Creator

Jan 2023 - Mar 2023

- Compelling Content Creation:** Crafted engaging copy to effectively communicate the interior design process for social media platforms and stories, amplifying brand narrative and audience engagement.
- Team Leadership:** Facilitated and led biweekly internal design team meetings, establishing progress agendas and aligning execution with both company and client goals.
- Content Development Strategy:** Designed and implemented strategies to capture high-quality visual content in-house and on-site, ensuring consistency with brand standards.
- Social Media Management:** Curated cohesive and engaging social media feeds, maintaining brand voice, aesthetics, and storytelling across multiple platforms.
- Data-Driven Optimization:** Analyzed social media performance metrics to refine content strategies, identifying opportunities to drive engagement and growth.

JONATHAN Y

Social Media Influencer Strategist & Digital Content Creator

Dec 2021 - Nov 2022

- Audience Growth and Engagement:** Increased Instagram audience for @eyelyhome by 310% within three months, maintaining a 32% engagement rate.
- Content Curation:** Managed and curated content across eight social media channels, ensuring a cohesive and consistent online brand identity.
- Analytics and Reporting:** Tracked, analyzed, and delivered weekly performance reports to management using Sprout Social, providing actionable insights to refine strategies.
- Influencer Partnerships:** Coordinated influencer collaborations. Defined content creation guidelines and tailored contracts to align with company needs, budgets, and agreements.
- Integrated Campaigns:** Collaborated with Marketing and Sales teams to design and execute organic and paid media campaigns on demand, resulting in a 42.9% increase in website traffic.