



## experience

### **Social Media Consultant**

oscarichard strategy and design, Hong Kong

December 2010 – present

- Daily updates on oscarichard's social media accounts (linkedin, facebook, twitter, oscarichard blog)
- Posting articles on luxury brands in fashion, architecture, property management companies and banks

### **Design Intern**

Studio Marije Vogelzang & Proef Restaurant/Catering, Amsterdam, Holland

March – September 2010

- Researched for images, food concepts and created maquette for client-based project
- Designed and executed design elements for the opening of the Proef restaurant
- Brainstormed and reported to Marije Vogelzang directly on all food concept design projects

### **Corporate Order Consultant**

Culinary Capers Catering, Vancouver, Canada

May 2007 – January 2009

- Created corporate catering menus and proposals for clients
- Developed and implemented a training manual for an internal catering and sales input computer system
- Resolved corporate catering issues with Executive Chef, Director of Events & Sales and Operations Manager

### **Culinary Capers Catering Beijing Olympic Team Member**

BC Canada Pavilion, Beijing, China

May 2008 – September 2008

- Assisted the President, kitchen and serving staffs on language translation and operations issues
- Managed tight schedules for transporting food and supplies for catered events
- Trained local Chinese serving staffs successfully on a short time frame
- Provided front-of the house service for International high-profiled clients at more than 150 events



## education

### **Langara College, Vancouver, Canada**

Electronic Media Design Program

January – December 2009

Training in web and interactive design media such as HTML based website, Wordpress, Motion and Final Cut. I focused all my projects towards the food and hospitality organization/industry.

### **Simon Fraser University, Burnaby, Canada**

B.A. (Communications Major, Sociology Minor)

September 2002 – June 2007

#### **Highlights:**

- social public campaign for genetically modified rice in Canada
- Public relations plan for promoting intercultural communications during the 2010 Olympics,
- Research project on consumption of bottled water through surveys and focus groups

## skills

- Fluent in Cantonese, Mandarin and English (both written and spoken)
- Formal training in Adobe InDesign, Photoshop, Illustrator, Fireworks, Dreamweaver
- Experienced with HTML, CSS and Wordpress

hi@veronicayu.com

www.veronicayu.com

HK Tel: 5372 8622

skype: veron.yu