

FELICIA KHONG

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- 2011 – 2012 **BIG PICTURE GROUP (BPG), *Print Coordinator***
Main liaison for corresponding with art directors, vendors and copy writers for various projects. Duties include: updating print department deadline schedules, expense reports, distributing meeting notes, mounting comp boards, researching stock images, organizing project binders/files, Fedex runs, shipping print materials to clients, collecting props for photo shoots and retrieving high res images.
- 2011 **MNET AMERICA - BEATS PER MNET (BPM), *TV Host / Co-Producer***
On air talent for lifestyle program, assistant styling, music direction, responsible for writing scripts, co-producing packages, researching new products for special segments and creating templates.
- 2009 – 2010 **MOBILE MESSENGER, *Web Designer***
Designing and building landing pages (mini-sites) and marketing material for Clients, consulting Account Managers in creative direction and developing concepts for each project. Responsible for updating print collateral, department online portfolio, business cards and press material.
- 2007 - 2008 **INTERSCOPE/GEFFEN/A&M RECORDS (Universal Music Group), *Creative Dept Coordinator***
Responsible for pre-production and post-production for all photoshoots and album/single packaging for a roster of 100+ artists. Main contact for all creative assets, routing retouched photos, drafting contracts, processing vendor invoices, faxing deal memos, arranging travel, phones and hiring interns.
- 2005 - 2007 **GSN. THE NETWORK FOR GAMES, *Marketing/Creative Services Coordinator***
Gathering creative assets for Designers, photo selection, retouching, creating mock-ups, taking photographs, resizing banners, scanning images, and routing art direction to Designers and vendors, show logo development, phones, faxes, expense reports, invoices, mailings, archiving/updating assets and maintaining dept schedule.
- 2004 **TOTAL EXPERIENCE RECORDS, *Lead Designer/Assistant to VP***
Designed album covers, posters, flyers, billboards, press kits, developed company website, interviewed/hired interns, organizing events/press parties, typing, research, filing and phones.
- 2003 - 2004 **U.C.L.A. BRUIN CORPS, *Office Assistant/Graphics***
Co-leader of event committee, designed programs, flyers, and posters. Office duties: data entry, phones, emails, organizing student files, interviewing applicants, and assisting program coordinators.
- 2003 - 2004 **S.H.A.P.E. - UCLA's African Student Union (ASU), *Graphics Director/Tutor***
Tutored students, designed logos, flyers, programs and T-shirts for High School Conference.
- 2003 **HIT THE GROUND RUNNING PRODUCTIONS, *Intern***
Responsible for archiving, filing, and labeling of cd library.
- 1999 **JAZMIN SISTERS (MTV's Top Pop Group), *Viral Marketing***
Main contact for all bookings (shows/appearances), track submissions, promotions, business deals, contracts, magazine pitches etc. Role also includes developing fanbase and creative direction for the group designing promotional materials as well as maintaining website, myspace, facebook and twitter accounts, photo retouching and video editing.

EDUCATION

- 2002 - 2004 **UNIVERSITY OF CALIFORNIA OF LOS ANGELES (UCLA), Los Angeles, CA**
BA Degree: *Art History (major), African-American Studies (minor)*
- 2000 - 2002 **LOS ANGELES PIERCE COLLEGE, Woodland Hills, CA**
AA Degree: *Design*

SKILLS

PC/MAC literate, Adobe Photoshop CS, Adobe Illustrator CS, Adobe InDesign, Dreamweaver, HTML/CSS literate, MS Office, Painting, Photography

REF

Available upon request

FREELANCE

- 2012 **C6 Sports** – logo / **She Means Business** – logo, postcard, banners / **Broadcasters Bootcamp** – twitter, facebook / **The Senate** – Grammy event flyer / **Passion Music** – logo / **DJ Phyz Ed** – event flyer / **Speelit Show** – flyer, sell sheet / **The Senate** – Grammy event flyer / **Cater 2 Skater** – logo
- 2011 **Pure Perception PR** – logo, publicist website / **Co-Stars Entertainment** – band logos, band websites / **Project Ethos** – event flyers, tags, banners / **Davion Farris** – photoshoot, retouching / **Woodworks** – production team website / **Mission Geoscience** – logo revamp, environmental website / **Sporti** – college logo comps / **Sunshine Kids** – kids no profit website / **Texacal** – musician website / **Xcedera** – musician website / **MWF** – music program logo / **Christian Women’s Fellowship** – logo / **Hello Art Meet Fashion** – charity T-shirt design / **Personal 10** – life coach logo
- 2010 **Earloomz** – collecting artwork from 20+ artists, routing for feedback/approval, archiving, delegating mock-ups, myspace, twitter, facebook, brochures, business cards, letterheads, flyers / **Hollywood Rocks Your Holiday** – concert logo, branding / **Prototype** – band flyer, cd, poster / **Keith Harris (Limelight)** – event flyer / **The Writing Camp** – music myspace page / **Get Fit With Natasha** – fitness logo / **Mz. Bagetta** – publicity photos, retouching / **Park Circle** – rap duo album cover / **Loft 24 Records** – logo / **Jade in LA** – fashion logo / **Dead Girl** – fashion logo / **LA Fashion Corner** – event flyer / **Speelit** – dvd, b-roll photography / **The Supreme Group** – event promotions logo / **Kareem Rush** – publicity photos / **Hard Knocks** – film website, logo / **Nappy Nation** – business cards
- 2008 – 2009 **Rapp Advertising Agency** – production designer, mock-up artist / **Blended Events** – graphic design assistant, PR, press kits, event flyers, website update / **Music Mogul** – music community website mockups / **The Senate** – musician website, logos, flyers, tickets, programs, bus cards, bio sheets / **Crux** – fashion ad / **King FM Radio** – website / **Atlas Consulting** – portfolio website, bus cards / **Clashe** – fashion nwebsite mockups, banners / **Neenah Taylor** – musician myspace page / **The Bangz** – girl group duo cd/merch artwork / **Lescher Marketing** – TV web production / **Comfy Pac** – health product website / **Halo Mi Vida** – T-shirt designs / **UCLA Think Tank** – flyer, program / **Xcedera** – website, flyer / **Speelit Show** – website, banners / **Red Summer Ent** – logo / **Woodworks** – production team logo / **Den Of Thieves** – fashion nlogo development / **Gogo Jax** – show logo / **Grace Chang Photography** – logo / **Naseer “LA Chic”** – artist logo / **Kutting Room** – hair salon website development, flyers
- 2007 **Anheuser-Busch Marketing (Plan C Agency)** – project management, photographer, event coordination, hiring models / **Pretty Tough Sports** – logo, stickers, clothing, in-store mockups / **Project Ethos** – event flyers, programs, stickers, T-shirts / **Joel Peskin & Merry Clayton** – cd cover / **Fifth Wall Prod** – music video background treatments / **Black Label Media** – web design agency website mockup / **MetroThai Restaurant** – logo, bus. cards, ads / **2-Receive** – posters, flyers, artist myspace / **Deadline Creative** – production mockups / **UCLA Black Alumni Assoc** – invitations, postcards / **College Bound** – photo retouching, program / **BusBoys** band website / **M5 Promo** – event flyers, art direction / consulting / **DiscoverArtist** – networking website, logo, art direction / **Adventures in Graduating** – film website / **Mission Bianco** – real estate website / **Co. Pictures** – actor/actress websites / **Professional Builders** – construction service website
- 2006 **Garrett Atkins** – athlete website / **Thorough Bread Records** – logo / **Earfull Music Pub** – myspace, flyers / **Jewel Keeper Ent** – press kit, cd cover, bus. card, photo retouching, artist website / **Trinity Events** – press kit, flyers, webpage mock-ups / **Jenny Nakara** – logo, photo retouching, retail website / **Lance Mokoau** – image tracing, brochure layouts, webpage mock-ups
- 2005 **Bryite Red Entertainment** – logo, flyers, T-shirts, photography, headshots / **DJ Rocdablok** – logo, T-shirts / **In2Ideas** – photo retouching / **Star Strucc Entertainment** – logo / **Hell No Records** – logo, T-shirts / **Overbreak LLC** – sketch artist for demo pieces, on-camera commercial artist