

# ken chen

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8807 Fox Hills Trail  
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## seeking,

A copywriting position where I can grow and utilize my array of experience and talents with all mediums along with my knack for branding and creating innovative, powerful copy with proven results.

## experience,

- **Hirons & Company.** *Indianapolis, Indiana.* 04/05 - 08/05. 20 - 25hrs/wk.  
**Copywriting Assistant.** Created and managed an array of projects for radio, print, and television amidst strict deadlines for the top full service advertising agency in Indiana.
- **Indiana Daily Student.** *Bloomington, Indiana.* 03/03 - 04/05. 15-20hrs/wk.  
**Creative Design Staff.** Coordinated print campaigns, and developed and implemented marketing strategies for an award winning newspaper with 93% student readership.
- **Red Bull Music Academy.** *Indianapolis, Indiana.* 02/06 - present. Hours vary.  
**Promotion Representative for Indianapolis.** Part of an exclusive group of DJs, producers, promoters, and musicians from around the world, selected by Red Bull to represent their music academy. Responsible for promoting Red Bull's brand, setting up info sessions, finding lecturers, and developing marketing strategies. [[redbullmusicacademy.com](http://redbullmusicacademy.com)]
- **StreetWise Concepts & Culture.** *Los Angeles, California.* 09/06 - present. 25-30hrs/wk  
**Project Assistant.** Responsibilities include research, writing, and management on a mix of projects in the music, action sports, and video game industries. One of the top marketing companies in the nation, clients include Nokia and Activision.  
[[streetwise.com](http://streetwise.com)]

## activities & skills

- Advertising/Promotions Director for **DFSSound**, the premiere collective of musical talent in the Midwest. Responsible for marketing, promoting, and organizing events. [[dfssound.com](http://dfssound.com)]
- Writer and Designer for **SoundSlam**, one of the most popular music sites today. Responsible for site administration, marketing, album reviews, interviewing various musicians and celebrities, transcribing recordings, and an array of design and copy elements. [[soundslam.com](http://soundslam.com)]
- **Program Knowledge** - Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Multiad, Macromedia Dreamweaver, Quark, Microsoft Office (Word, Excel, Powerpoint, Outlook, Publisher) Acid Pro, Sonic Foundry, and Reason.
- **Languages** - Fluent in Mandarin Chinese, Conversational French.

## education,

Indiana University, Bloomington, Indiana, **BA-Journalism**, Minor-Music, May 2006, GPA:3.1  
Trained in the lost art of creative writing. Also obtained extensive knowledge in audio technology/recording.