

PROFILE

Detail-oriented and driven, I bring a strong foundation in digital marketing, writing and content creation. With a passion for blending creativity and strategy, I excel at developing compelling narratives that resonate with diverse audiences across both digital and traditional platforms. My expertise spans crafting impactful campaigns, optimizing content for engagement, and fostering meaningful connections that align with organizational goals.

LANGUAGES

- English (Native or Bilingual)
- Bahasa Indonesia (Native or Bilingual)
- Mandarin (Native or Bilingual)
- Spanish (Fluent)
- French (Fluent)

WORK EXPERIENCE

Lead, Brand Experience and Communications *Haus Atelier | May 2025 - March 2026*

- Spearhead the development and execution of Haus Atelier's brand strategy, ensuring consistency across all touchpoints and platforms.
- Define and evolve brand positioning, voice, messaging frameworks, and visual storytelling to strengthen market presence.
- Oversee content strategy, including website, social media, press releases, newsletters, and thought leadership pieces.
- Direct brand experience initiatives, ensuring cohesive narratives across client interactions, events, partnerships, and presentations.
- Establish brand guidelines and governance systems to maintain consistency across internal and external outputs.
- Analyze brand performance metrics and audience insights to refine messaging and engagement strategies.
- Manage media relations, PR outreach, and external partnerships to enhance brand visibility and reputation.

Digital Brand Specialist *AbsolutePR, Singapore (Remote) | July 2024 - December 2024*

- Led the development and execution of comprehensive PR strategies to enhance brand visibility and market positioning.
- Manage media relations and foster relationships with journalists and influencers.
- Crafted high-quality press releases, media kits, and articles to support the company's PR objectives and increase brand awareness.
- Planned and executed 360-degree media events, ensuring integration of digital, print, and experiential elements.
- Monitor and analyze media coverage to measure impact.
- Identify and collaborate with key opinion leaders (KOLs) and influencers.
- Utilized AI-driven tools to optimize content creation and social media strategy, improving audience engagement and campaign performance.
- Create engaging content and campaigns to drive audience interaction.
- Monitored campaign performance and provided data-driven recommendations to improve future initiatives, leading to a measurable increase in ROI.

Marketing and Public Relations Assistant *Vestiaire Collective (Freelance), Singapore | October 2023 - May 2024*

- Assisted in developing and executing marketing and PR campaigns to enhance brand visibility and customer engagement.
- Coordinated with media outlets and influencers to secure coverage and product placements.
- Produced press releases, media kits, and marketing collateral for product launches, ensuring alignment with brand voice and market positioning.
- Managed and optimized social media platforms (Instagram, Facebook, Pinterest) to increase brand engagement and expand online communities.
- Conducted market research and competitor analysis to identify trends and opportunities, providing actionable insights to the marketing team.
- Supported event planning and execution, including press events and promotional activities, contributing to successful brand activations.
- Monitored and analyzed campaign performance using metrics such as engagement rate, conversion rate, and ROI.

Editorial Intern *Heart Media Group, Singapore | June 2022 - January 2023*

- Created a range of written content for the digital medium.
- Collaborated with editorial teams to review and optimize content, ensuring alignment with SEO best practices and audience engagement goals.
- Used MailChimp to create, design and manage the weekly email newsletter.
- Helped the editorial department with reviewing, proofreading and editing content.
- Managed social media accounts and produced visual and written content to engage followers, improving follower growth by 10%.

Contributing Writer *Esplanade, Singapore | August 2021 - October 2021*

- Conducted in-depth artist interviews to produce compelling feature articles for Baybeats, a premier music festival in Singapore.
- Authored high-quality event coverage pieces, capturing the festival's energy and engaging a diverse audience of music enthusiasts.
- Researched and analyzed music trends to craft insightful reviews and promotional content tailored to festival-goers.
- Collaborated with editors and the content team to ensure alignment with Esplanade's brand tone and audience preferences.

SKILLS

- KPIs & Data Analytics
- Customer Relationship Management (CRM)
- Copy Editing & Proofreading
- Copywriting
- SEO Management
- Adobe Indesign
- Social Media Management

EDUCATION

Bachelor of Arts in BA(Hons) Fashion Media and Industries

LASALLE College of The Arts, Singapore | September 2024

- Degree Awarded with First Class Honors

International Baccalaureate (IBDP) in Business Management, English Language & Literature

Australian International School, Singapore

- 42/45, AISS, 2020 - 3.9 GPA Conversion

CERTIFICATIONS

Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing, and More.

— Issued by: IE Business School, Feb 2024

Foundations of Project Management

— Issued by: Google, July 2023