

# SINGAPORE MEDIA ACADEMY



It is hereby certified that

**TEO YONG SONG**

having successfully completed the  
course of study was awarded the

**SPECIALIST DIPLOMA IN SOCIAL MEDIA MARKETING  
AND ONLINE CONTENT CREATION**

on 30 March 2020

A handwritten signature in black ink, appearing to read 'Timothy Tan', written over a horizontal line.

Timothy Tan  
Head, Singapore Media Academy

Name: TEO YONG SONG  
NRIC / FIN No.: S1810838J  
Date of Birth: 31 January 1967  
Language of Course and Assessment: English  
Qualification Awarded: SPECIALIST DIPLOMA IN SOCIAL MEDIA MARKETING AND ONLINE CONTENT CREATION  
Diploma Conferred by: SINGAPORE MEDIA ACADEMY  
Date of Admission: April 2019  
Date of Conferment: March 2020

Subject	Results
Develop and Manage Strategic Plan for a Digital Media Product	Competent
Write and Edit Copy for Interactive Media Projects	Competent
Making Online Content	Competent
Promote Products and Services on Social Media	Competent
Social Media - Monitoring, Metrics and Analytics	Competent
Social Media - Public Relations, Ethics and Crisis Management	Competent
Manage IP at a Strategic Level	Competent

*This Academic Transcript is a record of learning and achievement that reflects the requirements of the award of this qualification.*

### Grading System

Grade	Descriptor
Competent	Denotes attainment of the required industry approved competencies as assessed through WSQ accredited programmes and all requirements prescribed by Singapore Media Academy.
Not Yet Competent	Denotes non-attainment of the required industry approved competencies as assessed through WSQ accredited programmes and all requirements prescribed by Singapore Media Academy.

The transcript is valid only when stamped with the SMA seal



Timothy Tan  
Examination Board  
Singapore Media Academy