

# Thomas Ho

## Marketing Management Specialist

M. Management (Marketing) | B. Com | Dip. Comp

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 <http://thomasho.me>

Hello, I'm Thomas Ho

I am an innovative & creative-minded professional based in Melbourne, with a strong expertise in management, marketing and computing.

My professional experience draws upon my acumen within the media industry, strong academic skillset and volunteer consulting experience.

## Career Journey



Starcom Media Agency  
ACCOUNT CO-ORDINATOR

January 2020 – Present

- Proactive support and management of campaign delivery, development and analysis across 16+ FMCG brands over TV, Out-of-Home, Digital and Social.
- Coordinated and authored a fortnightly client engagement eDM, encompassing industry news, analysis and insights
- Production of competitive analysis reporting to support client planning
- Spearheaded a productivity learnings and training segment in bi-weekly wider team meetings
- Administration of client financial processes to ensure accurate billing



Publicis Media \\\ Starcom Media Agency  
MEDIA INTERN

January 2020 – February 2020

- Supported a team engaging with a portfolio of FMCG brands, to assist in the reporting and preparation of marketing campaigns.
- Delivered daily competitive reporting, and support for the post-campaign reporting for clients.
- Networking in client/supplier-facing meetings and Professional Development in internal workshops to covering Critical Thinking, Strategy, Planning, Investment and Digital within the media industry.



Interior Secrets  
DIGITAL MARKETING INTERN

January 2019 – April 2019

- Facilitated implementation of Search Engine Optimisation strategies
- Social Media Content Planning and Copy Righting
- Post Campaign Marketing Report Preparation
- Liaison and acquisition of external stakeholders for Promotional Outreach



Q Pay                      June 2018 – July 2019  
Q PAY SWIPE BRAND AMBASSADOR

- Product testing, feedback & ideation



Target. Australia  
CUSTOMER SERVICE ASSISTANT  
October 2017 – December 2020

## Academic Background



Melbourne Business School  
- Master Of Management (Marketing)

July 2020 – Nov 2022



The University of Melbourne  
- **Bachelor Of Commerce**  
Major In Marketing & Management  
- **Diploma Of Computing**

February 2017 – June 2020

## Volunteer and Academic Experiences



Paddl Innovation Challenge Melbourne  
sponsored by Cannon & COSBOA

Honourable Mention Award

Developed and pitched a 'Subscription based solution' for myDNA  
as a means to foster recurrent revenue flow.



Paddl Innovation Challenge Bendigo  
sponsored by Australia Post & COSBOA

Developed and pitched a self-propelling digital marketing solution  
for the Bunbunarik Heathcote Children's Hub a regional children's  
care facility, concerning their needs of raising community  
awareness and seeking of funding from the local government

## Core Competencies

- Strategic Marketing & Management
- Service Relationship Marketing
- Product Management
- Public Relations
- Brand Management
- Digital Marketing
- Supply Chain Management

## Technological Skillset

### Applications

- Microsoft Office 365 Suite
- Microsoft Project
- Adobe Photoshop CC
- Nielsen Data Fusion AQX
- Roy Morgan Asteroid Data Analytics

### Programming Languages

- Python
- C
- Java
- SQL

# Let's get Talking



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