


Thomas Ho

Marketing Management Specialist

Melbourne, Australia

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About me

An innovative, creative-minded graduate with experience in intertwining marketing, management, and programming skills. Through the course of a media industry internship and volunteer consulting experience.

Upholding a passion for forward thinking and life-long learning

Experience



Publicis Media \ Starcom Media Agency **MEDIA INTERN**

January 2020 – February 2020

- Worked alongside a team engaging with a portfolio of FMCG brands, to assist in the preparation and reporting of marketing campaigns.
- Prepared and assisted in the creation of daily competitive reports and post campaign report presentations for clients.
- Assisted in the creation and implementation of a new workflow regime to ensure key documents are easily located and referenceable.
- Participating in client-facing meetings and internal workshops to develop a greater understanding of Strategy, Planning, Investment and Digital in the media industry.



Interior Secrets **DIGITAL MARKETING INTERN**

January 2019 – April 2019

- Assisted with implementing Search Engine Optimisation strategies
- Social Media Content Planner
- Marketing Report Preparation
- Liaison with third-parties for Promotional Outreach



Target. Australia **CUSTOMER SERVICE ASSISTANT**

October 2017 - Current

- Customer Liaison
- Register Operator
- Addressing Complex Consumer Requests



Q Pay **Q PAY SWIPE BRAND AMBASSADOR**

June 2018 – July 2019

- Promotion of social media awareness
- Product testing, feedback and idea generation

Education



Melbourne Business School **MASTER OF MANAGEMENT (MARKETING)**

July 2020 – Current



The University of Melbourne **BACHELOR OF COMMERCE** Major in Marketing & Management

February 2017 – July 2020

DIPLOMA OF COMPUTING

February 2017 – July 2020

Volunteer and Academic Experiences



Paddl Innovation Challenge Melbourne sponsored by Cannon

Honourable Mention Award

Developed and pitched a 'Recurring Revenue Stream' model for myDNA to a panel of judges.



Paddl Innovation Challenge sponsored by Australia Post

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

Skills

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

Technology Skills

Applications

- Microsoft Office 365 Suite
- Microsoft Project
- Oracle® Crystal Ball
- Photoshop CC

Programming Languages

- Python
- Node.js
- C
- Java
- SQL

Hobbies & Interests

Exploring new and upcoming inventions and apps and providing feedback for improving the products I use on a daily basis

I was invited Beta test and provide feedback and suggestions on the PTV Mobile Myki on the Google Pay app, which is now rolling out across Victoria.

Apart of the Google Maps Local Guide program, helping improve, update and verifying information on businesses and points of interests on Google Maps.

I also enjoy exploring photography, music and graphic design in my spare time.