

# Abigail Yeo

Account Manager at eg+ worldwide

yeo.abigail@hotmail.com

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## Summary

N/A

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## Experience

### **Account Manager at eg+ worldwide**

June 2016 - Present

Oversee production for 360 campaigns for HP Australia, New Zealand, and Singapore (Print) marketing needs.

Launched the Digital and Print assets for HP Spectre Premium Campaign 2016.

Maintain Client relationship

### **Senior Client Solutions Executive/ Senior Account Executive at VML Qais**

April 2015 - May 2016 (1 year 1 month)

Develop digital strategy and solutions for clients across clients in Singapore and China, spanning digital roadmaps and integrated marketing strategy, social media, paid media strategy, website and technology builds. Current and past clients includes Ngee Ann Polytechnic, Microsoft- Xbox, HP, Unilever, OCBC, Mattel, Energizer, Schick, CNP cosmetics etc

### **Senior Account Executive at Wunderman**

2012 - April 2015 (3 years 3 months)

Comwerks is a Singapore-based full-service interactive agency specialising in digital marketing solutions and communication strategy. Comwerks Interactive is a member of the Wunderman network and part of the WPP group of companies.

- Managed Overall DOTCOM channel content, artwork, production and deployment for Xbox APAC.
- Actively Involved in creative proposals for cross-channel campaigns.
- Managed several cross-channel campaign executions for Xbox APAC.
- Organized and lead brainstorming sessions.
- Lead in ad-hoc projects and collaboration with external agencies.
- Graduated from Z Grad programme Singapore in 2013.
- Participated in pitch for ideation and brainstorming sessions.

## **Senior Account Executive at Wunderman**

August 2014 - December 2014 (4 months)

Overseas secondment to work on Xbox China Launch with the Shanghai Team.

Focus on activation and launch campaigns ramping up towards launch.

- Support road to launch and Inter-agency requirements for launch campaign
- Local campaigns – briefed by Microsoft Xbox Team
- Align social + rest of owned channels for China
- Align retail + rest of owned channels for China
- Assist Shanghai team on local Xbox deliverables

## **Media Planner Intern at Mindshare**

January 2011 - June 2011 (5 months)

- Brainstorming and participate in crafting client's marketing campaign planning.
- Implements Data extraction from media software, planning and buying tools for trend analysis.
- Liaison with media owners like Mediacorp & SPH for media kit and rate cards for media recommendation.
- Assist the team director and managers in the preparation of media recommendation deck for sales pitch.
- Conducts advertising campaign monitoring by gathering and compiling media reports for post campaign evaluation.
- Successfully delivered media reports for clients.

## **Secretary at KLA-Tencor**

February 2008 - August 2008 (6 months)

- Worked with the Marketing and communication department to produce press kits during official opening of facilities.
- Provided Administrative support to CEO and Directors.
- Worked with overseas counterpart to arrange logistics for visiting foreign delegate.
- Nominated Project coordinator for Shifting into new premises.
- Nominated Project and Liaison Officer for solution development and ensuring smooth migration from manual travel booking to new web base travel booking system (Partnered with Diner's Travel)

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## **Education**

### **Nanyang Technological University**

Bachelor of Communications, Public Relations, Advertising, and Applied Communication, 2008 - 2012

**Activities and Societies:** Jazz and Blues Band

### **Pusan National University**

Overseas exchange programme, 2011 - 2011

### **Republic Polytechnic**

Diploma in New Media, New media, 2006 - 2008

### **Princess Elizabeth Primary School**

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[Contact Abigail on LinkedIn](#)