



WONG, Laurence Yit Ming (Laurence)

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Languages: English (Business), Mandarin (Native), Malay (Conversational)

SUMMARY

- Strong expertise in planning and coordinating large scale marketing events
- Experience in social media marketing, with good knowledge of Hubspot, Meta, Google and LinkedIn advertising
- Ability to lead integrated digital marketing campaigns from concept to execution
- Processes skills in data analytics to create management dashboard and track indicators

PROFESSIONAL EXPERIENCE

Secret Lab Pte Ltd, Singapore

2021/09 – 2022/03

Digital Marketing Intern

- Assisted in conceptualizing and implementing digital marketing campaign for 11.11 Sales, by liaising with multiple stakeholders and using various digital marketing tools e.g., HubSpot, Meta, Google, LinkedIn advertising which lead to a 20% growth in sales y-o-y
- Worked on marketing research by conducting focus group discussions which led to the development of new product range for newly identified market segment, helping the company to improve their revenue by 5%
- Prepared weekly sales reports by creating dashboard and robotics process automation using visual basics and Power BI to improve efficiency which led to a reduction of 1040 manhour per year.

National Environment Agency, Singapore

2021/03 – 2021/08

Safe Distancing Ambassador (Part-time)

- Patrolled assigned areas to advice members of public and business owners on the safe management measures with no negative feedback
- Educated 153 heartland shop owners on the importance of safe management measures by building a partnership relationship which resulted in 100% compliance to the regulations

Singapore Tourism Board, Singapore

2018/03 – 2018/08

Events Marketing Intern

- Assisted in organizing roadshows to promote Singapore as a tourism destination, outreaching out to 424,000 people during the 1-month roadshow and received 99.5% customer satisfaction level
- Developed contents for social media marketing during the roadshows, with total 4 million organic impression from the region, resulted in a conversion rate of 5%

EXTRA-CURRICULAR ACTIVITIES

Ngee Ann Polytechnic – Business & Accountancy Club

2020/09 – 2021/09

Events Director

- Led a team of 10 committee members to organize orientation programme for 400 over freshmen in 2021, pivoted to virtual during enhanced safe measurement measures
- Organised a series of talks and workshop, garnering 350 unique participants, a 18% improvement from 2020, and participants satisfaction level at 8.8/10

SKILLS/ QUALIFICATIONS/ ACHIEVEMENTS

- Awarded Edusave Scholarship Award, Awarded Bronze Medal Certification by Silver Generation Office in 2018
- Meta Digital Marketing Associate, Google Digital Marketing Certification, Hubspot CRM
- Microsoft Visual Basic, Python, Power BI, Tableau

EDUCATION

Diploma (Merits) In Business, GPA: 3.83/4.0, Ngee Ann Polytechnic, Singapore

2019/05-2022/05

Higher Nitec (Director List) in Events Management, GPA: 3.9/4.0, ITE College East, Singapore

2017/04-2019/04

INTERESTS

- Community involvement through pro-bono services for different NGOs such as Willing Hearts, Singapore and Silver Generation Office
- Group Cycling across Singapore and region– A great platform for self-discovery and acquired soft skills of resilience, problem solving, teamwork