

# Loh Yue Ling Cheryl

• Email: cheryllohnus@gmail.com • Mobile: 92720787

## EDUCATION

Aug 2010 –  
Apr 2013

### **National University of Singapore (NUS)**

- Bachelor of Business Administration Merit (Marketing)
- 2013 3M-ScotchBrite Marketing Case Competition 1<sup>st</sup> Runner-up
- 2013 L' Oreal Brandstorm Campus Finalist

Apr 2007 –  
Mar 2010

### **Temasek Polytechnic**

- Diploma in Merit (Aviation Management & Services)
- Changi Airport International Silver Medalist
- Dean List for 3 consecutive years

## EXPERIENCE

Jan 2016–  
Current

### **Unilever Singapore (Contract ends in JUL'16)**

#### **Global Assistant Brand Manager (Brand Development)**

- Country dock for: Indonesia, Philippines, Malaysia
- Leading new product launches that will land in SEA, South Africa and Chile
- New product launches pre-work include: Concept and claim creation, Consumer study fieldwork, Asset creation
- Digital lead for SEA: Spearheading the digital campaign that will land in Q3'16. This includes Digital strategy, SEO analysis, Content creation, and Asset creation
- Software used: Nielsen Answers, Kantar

Jun 2015–  
Jan 2016

### **Illamasqua Singapore**

#### **Brand Executive**

- ATL and BTL: Brand custodian for the brand's 360 degree marketing plan from budgeting, planning to execution
- Sales and operations: Driving sales for the brand through sales data analysis, tactical promotions, accurate forecasting and activations. Doubled the sales at Robinsons Heeren in SEP15 via workshops and activations.
- Digital: Grew the Facebook fan base by +144% within 3 months, achieved a reach of 167k consumers through a tight social media influencer network in Dec16 alone. Increased additional sales touchpoints for the brand via strategic digital partnerships: Browhaus, Zalora, TANGS E-store

Jul 2014–  
May 2015

### **L'Oreal Singapore**

#### **Product Executive- L'Oreal Paris Hair: Care, Colour & Styling**

- Managing the brand's Budget, BTL, Sponsorship & Digital Campaigns
- Secured partnerships with fitness chain True Yoga and online retailer KissJane for a targeted sampling campaign, worth at least \$10k. Results: Estimated reached was 30k unique consumers over a period of 2 months
- Digital lead: Managed the digital strategy of the brand- Facebook, Clicknetwork Videos, YouTube Pre-rolls, Retailers' Electronic Mailers
- Software used: Nielsen Answers

Oct 2013 –  
Jul 2014

### **L'Oreal Asia Pacific (Contract)**

#### **Regional Marketing Coordinator for South Asia- L'Oreal Paris & Maybelline**

- Developed and managed product artworks to be manufactured for the South Asia market: Singapore, Malaysia, Thailand, Indonesia, Vietnam, India, Philippines
- Adept at using excel and numbers to derive market insights, needed to support brands' strategy implementation. Identified the opportunity for the South Asia market to grow in the coloured lip balm segment. Outcome: Products are now in development for end 2015 launch to tap on this opportunity
- Possesses effective organization and communication skills, essential to liaise with 7 countries

Jan 2012 –  
Aug 2012

### **Lancôme, L'Oreal Singapore Pte Ltd**

#### **Trade Marketing Intern**

- Creative mind behind the communications for Brand's events and promotions, and communications collaterals that include Brand's Facebook page, Facebook applications, Website, Direct Mailers, Electronic mailers, Digital media, and TANGS electronic store
- Main contributor to Brand's increase in Facebook posts 'Likes' and 'Share' by 150%
- Successfully planned and executed promotions mechanics and brand's events: Press launches, Parties, Workshops, Atrium events
- Possesses effective negotiation and interpersonal skills in liaising with retailers and external vendors
- Active role in the brand's celebrity spokesperson, Michelle Phan, Singapore Tour: Assisted in the development and execution of the communications, marketing, programme flow and store dressing

May 2011 –  
Jul 2011

### **Village Earth Consulting Pte Ltd (Based in Shanghai, China)**

#### **Business Development Intern**

- Worked closely with a team of 7 for a RMB2 million project to be executed in Shanghai
- Assisted in the conceptualization of brand and product portfolio

- Analysed market data and financial projections for product pricing and distribution channels
- Proactive in completing milestone to ensure a successful brand launch: Website, Communications, Marketing collaterals, Marketing Plan and Pricing Strategy
- Liaised effectively with Chinese Clients, Suppliers and Colleagues
- Possesses the ability to adapt well to new environment