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PERSONAL SUMMARY

A language enthusiast with experience both online and offline content. Joined web giant, Rocket Internet as the Head of content for Zalora Singapore and subsequently became a Business Development Manager for Qraved.com. Through content marketing, the team managed to grow organic traffic 5000% and maintained a 30% month on month growth through our content marketing strategy.

Possessing administrative, verbal communication and written skills along with constructive and effective strategy that helped push the sales of products. Able to work as part of a team and having the proven ability to successfully work to tight schedules and deadlines.

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# Content Marketing Manager - Halomoney.co.id

June 2015 - Present

**Responsible for content marketing team that conceptualizes and executes organic growth hacking strategies.**

**Expertise & strengths:**

**Analyze and optimize Facebook marketing campaigns**

**Promote the company brand to potential clients, ensuring their knowledge is current and appropriate.**

**Generating new business both in face to face meetings and over the phone. Writing up concise, value-based sales proposals.**

**Day-to-day management of social media accounts**

**Planning and management of content calendar, including blog topics, author scheduling, and multimedia creation**

**Plan, implement, manage, coordinate and execute social media programs & initiatives**

**Monitor social media sites and coordinate response with internal resources.**

**Write, post and promote content that encourages customer participation & community engagement.**

**Analyze, report, and develop recommendations for optimizing strategies and tactics.**

# Business Development Manager – Qraved

June 2014 - June 2015

**Responsible for content marketing team that conceptualizes and executes organic growth hacking strategies.**

**Build relationships with key influencers in the small business communities. This includes initiating, facilitating and helping to influence conversation online among a broad range of audiences.**

**Develop and build relationships with key online influencers to support social media goals.**

**Identify, interpret, monitor and capitalize on social media trends as well as provide new social media strategy recommendations**

**Create and manage the content calendar including blogs, videos, eBooks, whitepapers, surveys, polls, infographics and webinars.**

**Understand our brand, products and customers to ensure copy meets the marketing strategy and reflects the brand**

**Facilitate and lead cross-functional and cross-department groups in order to develop and optimize content that meets deadlines.**

**Leverage social media and website platforms to launch crowd-sourced content campaigns and contests**

**Partner with cross-functional resources to ensure consistency and help them shape their messages.**

**Develop and maintain accurate and current tracking systems.**

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# Marketing Manager – Room Service Deliveries

January 2013 – June 2014

Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.

**Expertise & strengths**

Marketing Strategies & Campaigns

Corporate Communications

Creative Team Leadership

Product Positioning & Branding

Web & Print Content Development (SEO / SEM)

Focus Group & Market Research

Development of Training Materials

Sales Collateral & Support

Public & Media Relations

New Product Launch

**Selected Accomplishments:**

Led market launch of new restaurants. Identified opportunities, researched new product possibilities, collaborated with operations team and created campaigns contributing to huge growth in annual sales.

Assisted with UI to transform previously archaic intranet into a dynamic website improving communication flow.

Wrote training brochures that enhanced the customer service reps’ understanding of complex marketing mechanics and helped them sell more effectively.

Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.

Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations. Efforts were credited as instrumental in closing numerous high-level deals.

Leveraged strengths in cost-effective marketing management.

**Technical Skills**

Familiar with tools like Microsoft Office, Excel, PowerPoint and Word Extensive knowledge of Indesign, Illustrator and Photoshop.

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# Head of Content – Zalora Singapore

January 2012 – August 2012

Responsible for running and overlooking the content written by 30 writers.

**Expertise & strengths**

Created house style for the content team.

Ability to generate content in a clear and precise manner.

Exceptional written and verbal communication skills.

Extensive knowledge of Google key word research tools. Possess excellent organizational and management skills.

Excellent knowledge of grammar and use of punctuation marks.

In-depth knowledge of on-line research with excellent analytical skills.

Ability to write in a variety of styles and formats for multiple audiences.

Target oriented and ability to perform tasks within limited period of time.

**Technical Skills**

Familiar with tools like Microsoft Office, Excel, PowerPoint and Word Extensive knowledge of Indesign, Illustrator and Photoshop.

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# Quality Control Manager – Zalora Singapore

April 2012 – August 2012

Ensuring that the visual content and texts are coherent before products go live.

**Expertise & strengths**

Responsible for change controls, document control, and control of non conforming products.

Possess excellent interpersonal, analytical, troubleshooting and team building skills with proven ability in establishing quality systems.

Co-ordination for Quality assurance to be inline with regulatory requirements.

Control of in-process activities and validations execution.

Review of Quality control, warehouse and production standard operating procedures. Keen observation and highly detail oriented.

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# Fashion Communication Lecturer – LaSalle College of the Arts

August 2011- December 2012

Delivering lectures to groups of students and using advanced teaching techniques to inspire and motivate them for higher-level qualifications and then employment.

Also involved in recruiting and interviewing potential new staff. Responsible for organizing open evenings and giving

demonstrations to students and parents on the colleges commitment to high quality education and training. **Expertise & strengths**

Organized, implemented and monitored programs and assessments.

Was responsible for preparing learning material for courses and devising relevant practical activities.

Involved in course team activities and curriculum development for students.

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# Fashion Designer - Address

June 2012 - August 2013

To create a line of dresses with the mission to empower women, one dress at a time.

**Expertise & strengths**

Develop and design fashion collections

Work with the stitching staff to ensure design protocols are being followed

Develop design schedules for production team

Hands on experience in providing clothing guidance and support for high end fashion and official wear.

In depth knowledge of previous styles and current trends along with proficiency in fashion history

Able to use computer programs for the creation of designs.

Made revenues by consigning with multiple ecommerce sites, such as Zalora Singapore & Lift12.

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# Fashion Assistant – ACP Magazines

January 2010 – June 2011

Responsible for organizing fashion and product shoots.

Involved in the research of monthly themes coherent with the different demographics of each title.

Hiring the necessary props, experts, artists, models and scheduling the shoot.

Responsible for location recce of outdoor shoots.

Daily sourcing of garments, shoes and accessories coherent to different themes as well as different demographics for various titles.

Implementing trend forecast reports to mood boards that would be presented to the editors.

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# ACADEMIC QUALIFICATIONS

LaSalle collage of the arts

B.A Honors Visual Communications

2006-2010

St. Margaret’s Secondary school

GCE ‘O’ LEVEL

2000-2005

Proficient in English, Malay and

Indonesian

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