**Personal Particulars**

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**Full name** See Yi Bing Cherylene

**NRIC Number** S8617144I

**Nationality** Singapore Citizen

**Gender** Female

**Race** Chinese

**Date of birth** 24/06/1986

**Age** 30

**Marital status** Married

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Meticulous and strong in project management. A Marketing and Communication Manager who undertakes complex assignments, meets tight deadlines and deliver superior performance. Possesses practical knowledge in digital, above the line and below the line B2B and B2C marketing. I am trained to think ‘Out of the Box’ approach and to be open to challenges. A positive can do attitude and definitely a goal getter.

Proficient in MS Office (Word, MS PowerPoint, Excel), Photoshop, Indesign, KeyNote as well as knowledge in SAP, HTML, MIS, CRMS, HCC, LN, UBS Inventory and Accounting, Money Works Gold.

I am a good team player who is equipped with a positive attitude in whatever tasks on hand. I am very keen and willing to take on new challenges and I look forward to a challenging and dynamic environment.

**Education**

**Tertiary Education**

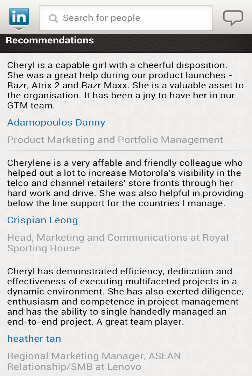
**Date April 2011- Nov 2012**

**Institution** University College of Dublin, National University of Ireland, Dublin

**Qualification** Bachelor of Science (Second Upper Class Honours) in Marketing

(Distinction in Consumer Behavior & Project Management)

**Recommendations**

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**Employment History**

**Lagardère Travel Retail (Dec 2014- current)**

*Regional Marketing and Communication Manager (Asia- China, Hong Kong, Singapore, Malaysia, India)*

I am the brand guardian and fully responsible for driving and developing marketing and communication strategies in partnership with regional and global offices. As the key marketing and communication custodian, I have to work closely across important business functions to ensure effective and consistent messaging on behalf of the organization. I am also the go to person for all marketing initiatives and have to work closely with brands across different category e.g. Furla, Balenciagia, Salvatore Ferragamo, Alexander Mc Queen, Mondelez, Nestle, P&G (Magnum), Guylian, Bricco, Culto etc. Additionally, I will have to collaborate with both internal and external stakeholders to ensure alignment of all marketing and media relation efforts to meet business and financial objectives.

**Achievements:**

* Successfully won DFNI 2015 Airport Travel Retailer of the Year
* Won DFNI Best Products 2015- Kunming & Auckland
* Won The Moodies Highly Commended award for Ace Robot
* Achieve more than half a million worth of international media coverage under a span of 6 months with minimal spending by scrappy mean
* Successfully help win a total of more than 10 tenders across Asia
* Increase customer redemption through strategic partnership with partners by 15% ($50k) within 6 months
* Successfully close an exclusive marketing collaboration with Elle Singapore with zero dollar spent which is currently now work in progress worth $50,000.
* Successfully launch the award winning The Fashion Gallery multi luxury brand store
* Successfully launch and manage The Fashion Gallery social media platforms
* Successfully launch and manage the fashion influencer programme
* Successfully closed and launch e-commerce initiative with exclusive partners such as C-trip, GDFS, Changi Airport
* Manage a total of more than 30 retail stores in Singapore Changi Airport and oversee that all stores are in compliance to trade marketing guidelines and implemented the VM look and feel
* Secured more than $100k of NRI revenue to boost sales with Citibank and Union Pay

I have to oversee the following on a daily basis and not limited:

- Oversee online and digital marketing e.g. website, social media platforms

- Responsible for 360 degree marketing strategies includes BTL, ATL and social media

- Driving B2B lead generations for business

-Responsible for SEO management

- Designing marketing and promotional material for businesses

- Driving trade/ operation marketing for ASPAC while working closely with global teams for materials and core marketing programs and localizing them to ensure marketing campaigns are suitable for Asian and local usage without the need to reinvent the wheels

- Work closely with category managers (Buyers) from Confectionery, Travel essentials & fashion team to generate sales-driven marketing activities to help achieve sales revenue and margin target

- Manage and forge strategic partnerships with external holders for NRI and marketing initiatives etc. Changi Airport, Ctrip, GDFS, Singapore Fashion Week

-Manage Social Media both Facebook and Instagram

-Manage influencer programme

- Implement loyalty and rewards programmes

-Manage sales incentive programme with promotors and partners

- Analyse market and competitor trends and implement changes as required

-Plan and overall in charge of key store launches and product launches

-Analyse and identify new products and opportunities for promotional programmes to drive both branding and sales objectives.

- Delivering timely internal communications to key stakeholders and Asia companies, working with Global HQ for information

- Overall in charge for department budget spending, tracking, forecasting and laising with finance department of budgets more than $500k

- Brand guardian of corporate identity

-Website monitoring for activities and web traffic using Google analytics

-overall in-charge for website SEO management

- Come out with marketing promotions and develop key partnerships (e.g. Union bank, Citibank, Changi Airport)

-Preparing management reports and presentations

- In house photographer

- Launching of social media apps and implementation of ibeacon

- Oversee the production and design approval of in- store POSM for brands

- Manage all external agencies’ performances and ensure timely payments

- Rolling out RELAY marketing campaign in APAC

- Building strategic relationship with key media

- Liaising and answering inquiries from media

- Secure media opportunities even broadcasting opportunities for key spoke personnel

- Pitch for media stories to create positive image for the company

- Oversee and plan for charity events as CSR

- Curating and researching contents for writing press releases and producing media kits to the targeted media

- Production of white papers and sharing best practices across the region

- Writing compelling speeches and articles for spoke personnel

- Oversee and supervise the production of tender books

- Oversea the production of materials for trade awards

- Media monitoring for company and competitors news coverage

- Organizing company events, management conferences, opening events, press tours and conferences

**Reason for leaving:** Seeking to join a work environment with fair employment rights.

**Google Asia Pacific Pte Ltd (Sept 2013- Dec2014)**

*Regional Partner Brand Manager (APAC, Greater China & India/ Devices/ Digital Content/ Retail)*

Brand guardian of Google, Chrome, Chromecast, Chromebooks and Android brand in APAC/ Greater China/ Australia/ New Zealand who owns the review and approval of brand usage additionally is tasked with the responsibility of promoting Google Search App and Google mobiles services on major mobile platforms. This has translated into millions of advertising dollar worth of brand exposures for the company. Other than branding aspect, I am also tasked with the responsibility of owning and executing retail and digital campaigns for Android, Nexus, Chrome products and co-marketing with partners, which has contributed to more than 30 % growth of Android momentum and Chrome momentum through performance analysis across the countries seen.

Lastly I am also involved in growing Android partnerships for the company and my recent project was launching Google Play Direct Carrier Billing in APAC working and forging strong relationships with Telco partners e.g. Optus, Telstra, FET, AIS. Additionally launching Android data SIM with Telcos in Sri Lanka and Bangladesh.

**Achievement:**

Successfully launched Chromecast across APAC (Top Tie markets- Japan, Korea & Australia), achieving exceptional sales results, media coverage and becoming Amazon best-seller in KR and JP hours after during launch day. Thousands of devices sold on day 1/ per country witnessed across all 3 markets.

Digital websites launched for the APAC region:

[www.google.co.kr/chromecast](http://www.google.co.kr/chromecast)

[www.google.co.jp/chromecast](http://www.google.co.jp/chromecast)

[www.google.com.au/chromecast](http://www.google.com.au/chromecast)

[www.google.co.jp/nexus/7/](http://www.google.co.jp/nexus/7/)

[www.google.co.kr/nexus/7/](http://www.google.co.kr/nexus/7/)

[www.google.co.in/nexus/5/](http://www.google.co.in/nexus/5/)

**Reason for leaving:** Was given the great opportunity to be relocated out of Singapore office in Australia office for at least a year as my role had evolved, however I had just started a family and was pregnant at that point of time and had to turn down the offer.

**Huawei International Pte Ltd (Jan- Sept 2013)**

*Marketing Manager Huawei Device Singapore*

Responsibilities entail strategic execution and commercial focus to optimize brand performance through innovative marketing and sales execution through pre- marketing, post- marketing initiative and launch of new products in Singapore which is not limited to just mobile devices but home and network devices. Oversee and managed the launch of Ascend P2, Mate and P6 through all mediums- 360 degrees marketing (ATL- BTL)& PR activities while forging strong partnerships with Carriers and retailers to drive revenue and increase retail and brand visibility.

**Achievements:**

Successfully launched Ascend P2, Mate and P6 within a quarter.

Honed exceptional performance for P6, which garnered more than 40 positive press coverage across Singapore on launch day. Honed more than 60% brand and retail visibility within a quarter and drove sales growth by more than 30% compared to the previous quarter together with sales team. Spearheaded the retail incentive training portal for partners and sales force, revamped and launched consumer website (consumer.huawei.com) for global.

**Reason for leaving:** Had to leave due to personal reason and health issue which required rest.

***Epson Singapore Pte Ltd (Oct 2012- Jan 2013)***

*Regional PR Executive II*

* Supported sales of the company by creating and maintaining a positive company image in the eyes of the public, as well as generating public awareness and preference for the company’s products.
* Brains behind planning of events, crafting of messages behind the products, and used various tools ranging from the simple press release, case studies, media interviews with Epson executives to execution of large-scale product launch events across the region.
* Facilitating internal communication of ideas, plans and information between Epson Japan Headquarter (SEC),Regional Product Business Units and Epson Sales Companies (ESC) SEA consisting 6 countries.
* Sharing of news, ideas and plans: act as a communication point between HQ and the region- Thailand, Philippines, Indonesia, Malaysia, Singapore and India
* Organized and managed press trips to Japan HQ and around the region to meet and greet with key executives that are core to the company- Micro Piezo 20th Anniversary Press tour 2013, Micro Piezo 20th Anniversary Regional Press conference 2013.
* Generation and sharing (to ESCs- Epson sales companies in SEA and SEC- Epson Japan Headquarter) of “Epson Blog” internal marketing newsletter
* Obtaining materials to be used in PR tools (eg: global / regional product news and awards)
* Generation of well- coordinated PR messaging, events, and other PR tools
* Creation of effective PR tools: press releases, event plans, messaging, management speeches, white papers and case studies.
* Assistance in supervising and managing ESC PR events if needed
* Assistance in briefing key executives for PR events (CSR- Epson Soccer United Clinic 2 benefiting Beyond Social Services in partnership with Manchester United Soccer Academy, Manchester United Legend Andrew Cole Singapore Tour)
* Regional media training for ESCs management executives and stakeholders
* Tracking and reporting of regional Epson and competitor PR / Marcom activities and coverage
* Report generation for events / coverage
* Media engagement with regional technical press that local agency does not have the capability to manage e.g. NNA, CNA, CNBC
* Driving regional social media initiatives (eg. Color Imaging Contest)
* Manage agencies and resources needed to facilitate the creation of social media assets and activities
* Contribute content for social media assets of ESCs
* Web, collateral content and Case Study generation
* Proof- reading and copy- writing for adaptations of all marketing collaterals and POSMs in SEA to ensure compliances of Corporate Identity, naming guidelines and product specifications
* Assist in managing PR agency, loaning of demo products to key media’s editors, writers and journalists
* Lead Marcom/PR team member for monitoring team budget and spending, budgeting spending and planning with managers lastly management of team procurement process with vendors (using SAP)
* Oversee coordination and development of POS brochures, Storefront POP and management of creative agency (Business System brochures for POS system, Airline Printer and Inkjet tractable printers for the region)

**Achievements:**

Secured interviews for Epson’s Key Executives on Channel News Asia, CNBC and NNA. Garnered over 100 press coverages for Epson Micro Piezo 20th Press tour in conjunction of Epson Inktank printer launch in APAC**,** this together with sales team effort drove sales growth by more than 30% of the targeted regional sales ROI.

Conducted Epson United Soccer clinic for troubled young and misfortunate teens with Manchester legends as a CSR initiative, which secured coverage on ESPN channel and top local newspapers.

**Reason for leaving:** Was headhunted to join Huawei to drive the marketing team in mobile devices team.

***Motorola Mobility Singapre Pte Ltd (Aug 2011-Oct 2012)***

*Regional Marketing Executive*

* Assist regional manager in planning for effective development and implementation of longer-term programs.
* Assist and coordinate in development of an integrated marketing plan including program details, partner benefits, and duration details.
* Ownership of developing/ adaptation marketing material production for new product launches regionally across SEA.
* Conceptualize, plan and execution of advertising and promotional activities regionally across SEA
* Assist regional managers in developing, implementing and monitoring all 360 marketing and communication plans.
* Liaison with A&P and PR agencies, suppliers, media, printer, photographers to achieve set objectives.
* Manage and assist advertisements in newspapers, magazines and publications across SEA.
* Plan and manage A&P budgets and ensure ROI for product launches/ roadshows/ tradeshow.
* Oversee all visual merchandising in Singapore via Carriers/ Operators and Open Channels and providing marketing support to SEA sales team.
* Responsible for development, planning and execution of launches for RAZR, ATRIX 2, DEFY XT, DEFY MINI, XOOM2 and RAZR MAXX roadshows for local IT show, PC show, SITEX and COMEX.
* Responsible for new product retail readiness and marketing events in Singapore as well as Indonesia, Thailand and Vietnam, Malaysia.
* Assist regional manager in regional development, planning and execution of roadshows, product launches and retail readiness in SEA
* Oversee all trainings for promoters and trainers
* Maintaining social media sites for brand awareness
* Perform product market surveys
* Liaising with contractors from design brief, fabrication to installation of concept corners at dealers stores
* Weekly retail reports of product performance and marketing activities, ROI report of roadshows recent market trends and analysis and final recommendations
* Execution of all BTL activities, e.g island-wide promotion, product launches, major event, weekly roadshow and other activities
* Explore and secure branding opportunities and awareness with partners like Courts, Harvey Norman, Newstead, Challenger, Brightpoint, Telechoice and aMobile.
* Market research and analysis through surveys via direct contact with consumers or through digital social media platforms
* Managing a team of visual merchandisers, trainers and promoters
* Work with overseas counterparts and vendors to ensure alignment of brand objectives
* Proof- reading and copy- writing for adaptations of all marketing collaterals and POSMs in SEA to ensure compliances of Corporate Identity, naming guidelines and product specifications
* Development and adaptation of retail training decks for countries across SEA
* Conduct product training to carriers’ retail managers and personnel for product launches

**Achievements:**

**In Retail:**

Successfully done up and maintained VM across all partners (Carriers- M1, Starhub, Singtel exclusive partners, and all exclusive partners for Starhub and M1) stores spanning 240 stores islandwide in SG.

Implemented a VM protocol that was adopted and used across APAC (Indonesia, Malaysia and Thailand).

Planned and executive shows in SG- IT SHOW 2012, PC Show 2012, SITEX 2011, COMEX 2012 and Indonesia- Micasa, Bandung quarterly. Driving overall sales growth by 20%

**Achievement in Branding Awareness:**

Overall secured branding spaces worth half a million across partners stores (Courts, Harvey Norman, Challenger, Newstead) from Jan 2012 in a scrappy manner without paying any rental but with strong marketing support.

Successfully planned and executed all major roadshows in SG & ID meeting the targeted ROI and managed a feature on 7pm news Channel 8 & 5 for RAZR the thinnest phone at launch during the IT show 2012.

Successfully rolled out launch digital campaigns and microsites driving traffic of 100k view per page/ day Increased Facebook fans and likes to 1Million within 3 quarters.

**Reason for leaving:** Retrenched. SEA headquarters seized operations.

**Jewel Paradiz Ptd Ltd**

*Sales / Marketing senior executive**Sept 2007– Dec* 2010

**Duties**:

* To develop sales strategies to promote and sell range of company’s products
* Establish marketing objectives and plans; develop and execute events/programs consistent with overall brand marketing strategy and sales priorities
* Liaising with the raw materials suppliers to provide the best product at the right price and time
* Liaise effectively with vendors and customers
* Plan product developments and special promotions
* Conducts market research and manage the customer database system
* Assist in materials and campaigns planning, on-line advertising, e-mail marketing, trade shows and product launches
* To liaise with overseas vendors for distribution and logistics arrangement
* To source for new products to bring into SG market (Overseas Trade fairs)
* Assist in content update for company website
* Coordinate product launches and promotional events
* Other adhoc chores

**Reason for leaving:** Company was downsizing operations