

LIM CHIA WEI

Content Marketer

Lim Chia Wei

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Profile

Advertising and PR diploma graduate. A meticulous individual who is proactive in learning and applying skills in the media landscape. Able to do strategic planning for advertisements and branding as well as making social media filters, which is the new space for marketing efforts. Can be relied on for any media related needs such as content marketing or design works.

Core competencies include:

Strategic Media Planning | Client Liaison | Corporate Reputation Management | Marketing Research | Content Marketing

Education

Ngee Ann Polytechnic / Advertising and Public Relations Diploma

APRIL 2018 - APRIL 2021

Recipient of China Readiness Programme Scholarship. EXCO member of Bboys club (Arts CCA) and Agents (Faculty ambassadorial CCA).

Recipient of the Global Entrepreneurship Innovation Programme(GEIP) Award

School of Science and Technology, Singapore / O-Level's

JANUARY 2013 - NOVEMBER 2017

Minored in fundamentals of electronics. EXCO member of the Athletics club (Sports CCA) and student librarian. Helped establish a community for frisbee interest group. Invited back to help with NIC 10th anniversary collaboration project as photographer and designer. Vice captain of Green House, in charge of planning events such as sports day and student morale.

Skills and Capabilities

Proficient in

- Adobe Creative Suite: Lightroom | Premiere Pro | Photoshop | Illustrator | Dreamweaver
- Keynote | Microsoft Powerpoint | Google Slides | SparkAR
- Ahrefs | Wordpress CMS | SEO

Presentation skills | Flexibility and adaptability | Judgement and decision making | Organisational skills

Experience

Singapore Armed Forces/ Ammunition Technician

JUNE 2021 - AUG 2021

Enterprise Singapore/ Logistics Intern

JUNE 2021 - AUG 2021

Freelance Marketer

MAY 2021 - PRESENT

- Plan for social media strategy
- Design creative collaterals and manage social media

Clients include:

- Aspiring Property Investors by Justin Kong
- ATO Partners

BUZK / Co-founder

DECEMBER 2020 - PRESENT

Start-up design agency doing social media designs, strategic planning and branding. We charge on a monthly subscription basis.

Clients include:

- Sanctband Singapore
- Antz Latex Pte Ltd
- Junior Adventures

Icebar / Marketing Head

SEPTEMBER 2020 - MAY 2021

Plan and execute Icebar marketing campaigns.

- Designed 30 collaterals
- Launched organic influencer campaign and reached out to media
- Grew and established social media followers by 766 followers (+12,000%)
- Planned product marketing to diversify product offerings

Efforts brought about

- An average 400% increase in revenue
- Fast paced increase in followers (average 5/day) leading to 766
- Developed social media presence with a high engagement rate of 7% where compared to competitors averaging at 3%.
- 4000 organic impressions from influencer campaigns
- Organic media shares totalling up to 4k from 2 coverage

Sohoapp / Marketing Intern

SEPT 2020 - FEB 2021

Developed and headed content strategy to diversify company web content.

- Self written over 15 articles
- Managed 88 articles and optimised for SEO
- Planned and executed SERP optimisation campaign
- On-boarded 7 new content partners and manage 25 partners

Efforts brought about

- 308% increase in traffic on articles site (3.7k to 11.6k)
- 1 week of data shows average of 5 positions improvement in SERP

Huawei / Retail Sales Consultant

MARCH 2020 - SEPT 2020

Created a brand experience through building rapport with customers. Boosted sales through product education and troubleshooting.

Efforts brought in at least 90 product sales with revenue of at least \$100,000.

Google / Retail Sales Consultant

NOVEMBER 2018 - MARCH 2020

Spread awareness of the “Google Experience”. One of the pioneer batch of promoters for Google, contributed to the framework for retail practice.

Achievements

Diploma in Advertising and Public Relations (Ngee Ann Polytechnic)

MAY 2021

Crowbar Challenge 2nd runner up

OCTOBER 2019

48HR tertiary advertising challenge with 2020 theme of mongrels.

TAOBAO Online Experiential Learning

SEPTEMBER 2019

1-DAY course on Taobao, e-commerce teachings as well as customer segmentations.

China Readiness Programme

JANUARY 2019

Interdisciplinary Studies trip to learn about Chinese businesses operations and culture.

Jenesys Japan Short Film Competition

NOVEMBER 2018

Represented Singapore at ASEAN short film competition hosted by Japan.