

Haylie Goh

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Education

The University of Melbourne

Bachelor of Commerce (Finance and Management)

March 2013 – July 2016

Presbyterian Ladies' College

Victorian Certificate of Education

January 2007 – November 2012

Work & Leadership Experience

WAVEMAKER (formerly Maxus)

Melbourne, Victoria

Media Assistant

February 2017 – present

Founded in 2017 as a global merger between MEC and Maxus, Wavemaker aims to provide advertisers with the power to transform their business through the integration of Purchase Journey insights and [m]PLATFORM – GroupM's proprietary global audience technology.

- Undertook the buying, managing and reporting processes across clients in the wagering, racing, property development, cleaning and airline category
- Sound understanding of digital media and its buying and planning processes
- Manage client expectations across both the buying and planning process as well as campaign optimisation.

GroupM

Sydney, New South Wales

MGrad

September 2016 – December 2016

GroupM is the world's largest media investment group. Through its agencies, GroupM offers a range of advertising media selection services from media planning and buying to ROI consumer research.

- Built a solid understanding of the role of media as well as the it's planning and buying processes
- Gained a basic understanding of the various media channels such radio, press, OOH
- Worked closely with the team to deliver post analysis reports for P&G

MediaCom

Melbourne, Victoria

Digital Intern

June 2016 – August 2016

Mediacom is part of the GroupM network and is Australia's leading content and connections agency; it pushes itself to redefine media planning and buying.

- Assist in the buying, managing and reporting processes across P&G Fine Fragrances (Gucci & Hugo Boss) CGU Insurance and beyondblue
- Basic understanding of Mediacom tools such as Sharepoint, Symphony, Sizmek, BMD and 20|20
- Working closely with the team to effectively communicate to clients, creative agencies and publishers as well as revise media schedules as per client KPI

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Hypetap

Marketing Intern

Melbourne, Victoria

April 2015 – May 2016

Australia's leading influencer outreach platform and campaign management service; focused on tools enabling interactions between brands and some of the world's best social media personalities and content creators.

- Created campaign briefs and undertook influencer campaign management for brands across CPG, travel and lifestyle sectors
- Assisted in the discovery and management of influencers across the APAC region
- Created content strategies for client social media accounts

Kumon

Teaching Assistant

Camberwell Branch, Melbourne

April 2013 – May 2016

A leading global education service provider focusing on the individualized learning of English and mathematical education for children aging between four and eighteen.

- Helped and supported students to build a strong foundation in their literacy and numeracy skills
- Worked in a team to deliver study material in a time constrained environment
- Cultivated a self directed approach to work ethic, able to multitask and prioritize work accordingly

Extracurricular Activities

Languages

Fluent in both English and Mandarin

Conversational Proficiency in Cantonese and Bahasa Malaysia

Certifications & Training

SSI Open Water Diver Level II

CPA Certificate of Excellence

Competitions

CPA Case Competition Finalist

2014

SAMM & McCann Case Competition

2015

Smooth Creative Challenge (Client: beyondblue)

2016

References

Available upon request