

# Aaron Lim

Integrated Senior Planner at Havas Media Group

lmzhdrn@gmail.com

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## Summary

N/A

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## Experience

### **Integrated Senior Planner at Havas Media Group**

2015 - Present

### **Media Planner at ZenithOptimedia Group I The ROI Agency**

2012 - 2015 (4 years)

Assists clients in proposing and conceptualizing ideas for both offline and online media investment

Manages and monitor digital media progress for clients

Liaised and handled communications from external agencies to with clients

Establish and ensures communications with clients to facilitate precise media planning

Prepares progress reports for clients on campaign level

Provide clients with administrative assistance

Other ad-hoc duties and secretarial work

### **Consultant at Brand-Cellar Pte Ltd**

2009 - 2012 (4 years)

Managed and monitored marketing progress for clients

Assisted clients in proposing and conceptualizing ideas for internal and external events

In charge of planning and coordinating media launches and marketing events

Provided clients with administrative assistance

Liaised and handled communications from external agencies to with clients

Prepared monthly updates for media exposure to clients

Other ad-hoc duties and secretarial work

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## Education

### **Murdoch University**

Bachelor in Mass Communications, Double Majors: Public Relations and Communication Policy & Technology, 2008 - 2009

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[Contact Aaron on LinkedIn](#)