

LYNDEL JOYCE

DIGITAL MARKETER

SKILLS

- Google Analytics
- Wordpress
- SEO
- Facebook Advertising
- Adobe Photoshop
- HTML
- CSS
- Javascript
- PHP

CONTACT



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lyndj.github.io

EXPERIENCE

DIGITAL MARKETER / WEB DEVELOPER

FREELANCE | JAN 2018 - PRESENT

- Provide social media marketing consultations.
- Design, develop and execute marketing campaigns.
- Manage all aspects of the creative calendar, including copy/creative testing pipeline, endorsement schedule, sourcing for new content.
- Build website landing pages.

ASSISTANT MARKETING MANAGER

UNLISTED COLLECTION | JAN 2015 - DEC 2017

- Responsible for overall communication strategies, planning, development coordination and implementation of the hotels' integrated marketing, public relations, and branding initiatives.
- Oversee all forms of internal and external communications, fostering and maintaining relationships with members of the press and media, community and other partners.
- Key Achievements:
- Forged a strategic partnership with Singapore Tourism Board with "#SingaporeLive" that culminated in a multi-faceted brand exposure in the European market.
- Undertook the pivotal role of revamping 3 hotel websites resulting in increase visitorship and reduction of bounce rate.
- Design and manage Social Media Programme that sees an average of 20% engagement rate and 14% follower growth rate across all the 3 hotel brands.

SALES EXECUTIVE

UNLISTED COLLECTION | OCT 2013 - DEC 2014

- Responsible for lead generation and managing a portfolio of corporate clients and travel agents.
- Devised and implemented sales strategies and activities to maximise revenue opportunity.
- Monitor competitive landscape.
- Supplementary responsibilities include preparing RFPs & consortia.

MARKETING ASSISTANT

TRIDONIC S.E.A | OCT 2012 - SEP 2013

- Assembled consumer rating reports.
- Provided marketing research information and administrative support to the sales team.
- Prepared and organised logistic requirements for tradeshow and seminars.

EDUCATION

BA. COMMUNICATION & MEDIA STUDIES, MARKETING

MURDOCH UNIVERSITY | 2012 - 2014

DIP. HOSPITALITY & TOURISM MANAGEMENT

TEMASEK POLYTECHNIC | 2006 - 2009