

Celine Wong

Product Manager | Digital Strategist | Developer

Summary

N/A

Experience

Product Manager at Tech in Asia

January 2017 - Present

Full Stack Web Developer (Student) at General Assembly

August 2016 - November 2016 (4 months)

Student in an immersive 12-weeks program

- Built full-stack web applications using technologies such as,
 - Front-end: HTML/CSS, JavaScript, JQuery as well as ReactJS
 - Back-end: Node.js and Ruby on Rails
 - Database: PostgreSQL
- Trained in responsive/UX design, wire-framing & basics of product development

A total of 1 team & 3 individual projects were undertaken

- Conceptualized and developed each project into deployable web applications

Account Manager / Digital Strategist at Up BrandBuzz Pte Ltd

March 2015 - August 2016 (1 year 6 months)

Developed agency's digital marketing capabilities. Engaged and maintained stakeholder relations for Local and Regional accounts such as BCA, Abbott, Tiger Balm, IDA, SingTel and Yahoo!

- Identifies prospects and opportunities through active business development and new business pitching
- Developed pitches and proposals for potential and existing clients
- Managed project budgets and timelines
- Worked with creative team and production partners to produce print and television commercials
- Conceptualised and developed digital strategy to meet marketing objectives
- Worked with research partners on pilot testing, pre-campaign and post campaign research on campaigns

Digital Strategist at GOODSTUPH Private Limited

July 2013 - December 2014 (1 year 6 months)

Crafting of social currency & awareness amplification strategies via digital/onground/integrated solutions as key lead for HTC, NARS Cosmetics and William Grant & Sons, and supporting lead for MINI, Sephora and The Ascott Group

- Conceptualised, developed social media content such as branding videos, photo shoots, microsites, and tabs
- Provision of strategic branding counsel inclusive of media buy strategy, creative direction and influencer engagement to meet various marketing objectives
- Drafted press releases, media pitches and EDMs
- Identifies prospects and opportunities through active business development and new business pitching
- Day-to-day involves social media listening, art direction, copy writing, content creation and conversation management

Marketing and Communications Intern at The Fullerton Hotel & The Fullerton Bay Hotel

June 2011 - August 2011 (3 months)

Freelance Video Editor

December 2008 - June 2009 (7 months)

Education

General Assembly

Full Stack Web Development Immersive, 2016 - 2016

Singapore Management University

Bachelor of Social Sciences, Psychology, 2009 - 2013

Honors and Awards

Advertising To The Consumer, Print Finalist

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[Contact Celine on LinkedIn](#)