

# Louisa Chiew

Product Marketing at Tech in Asia

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## Summary

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## Experience

### **Product Marketing Lead (Jobs) at Tech in Asia**

July 2016 - Present

Tech in Asia Jobs is in the business of helping people move forward - whether that comes in the form of more fulfilling work, great team mates, or a step closer to their company's mission.

I lead a marketing team that introduces Tech in Asia Jobs to the region's tech & startup community. We help people learn about new opportunities outside of their network, and understand from users what makes them tick and why.

My responsibilities include: formulating and executing marketing strategies, user interviews, branding & positioning, and keeping the jobs marketplace steadily growing.

### **Content Marketing at Tech in Asia**

July 2015 - July 2016 (1 year 1 month)

I planned and executed the content marketing strategy for 4 Tech in Asia conferences that took place in Singapore, Bangalore, Tokyo, and Jakarta.

You can find introductions of past speakers and events here: <https://www.techinasia.com/profile/louisa-chiew>

### **Marketing and Business Development Assistant at Omnicom Media Group Asia Pacific**

March 2014 - July 2015 (1 year 5 months)

As part of a lean team working out of Singapore, I took on a dual role to support all business development projects and branding/communications for Omnicom Media Group, OMD, and PHD in APAC.

This entailed working with management to project manage business pitches regionally and worldwide, helping to craft compelling pitch decks, and pulling together RFPs.

In addition, I aligned all internal and external communications with Omnicom Media Group's story. In my role, I was responsible for capturing further mindshare through the creation and development of assets including: social media platforms, videos, internal publications, ads, press releases, and sponsored events.

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## Education

### **Nanyang Technological University**

Business, Marketing, 2010 - 2013

**Activities and Societies:** Cross-country, Track and Field, Perspectives Film Festival (2012)

### **Hwa Chong Institution**

A' Levels, 2009 - 2010

**Activities and Societies:** Cross-country, Track and Field

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[Contact Louisa on LinkedIn](#)