**Caleb Tan Jun Jie**Singapore

Availability: Jan 2025 Onwards

### **Professional Summary**

Results-driven marketing professional with over 5 years of experience in digital and traditional marketing. Skilled in creating and implementing strategic marketing campaigns that increase brand awareness, drive engagement, and boost revenue. Demonstrated success in optimizing digital presence through SEO, SEM, content creation, and social media management. Proven track record in leveraging data analytics and market research to guide decisions and improve campaign performance.

### **Core Competencies**

* **Digital Marketing:** SEO, SEM, Google Analytics, PPC, Content Marketing, Social Media Strategy
* **Brand Management:** Brand Strategy, Positioning, and Reputation Management
* **Market Research & Analysis:** Competitor Analysis, Consumer Behavior, Data Analytics
* **Project Management:** Campaign Planning, Budget Management, Cross-functional Team Collaboration
* **Tools & Technologies:** Google Analytics, Google Ads, HubSpot, MailChimp, Adobe Creative Suite

### **Professional Experience**

**Senior Marketing Specialist**XYZ Corporation, Singapore  
May 2023 – Present

* Led end-to-end digital marketing campaigns that increased lead generation by 35% through optimized ad targeting and content marketing.
* Developed and implemented SEO strategies that boosted organic website traffic by 20% within one year.
* Collaborated with cross-functional teams to launch product campaigns, utilizing customer insights and analytics to guide creative decisions.
* Managed a $100K+ digital marketing budget, consistently achieving or exceeding ROI targets.

**Marketing Coordinator**ABC Inc., Singapore  
March 2018 – April 2020

* Coordinated digital advertising campaigns on social media platforms (Facebook, Instagram, LinkedIn), achieving a 25% increase in audience engagement.
* Conducted market research and competitor analysis to identify customer needs, informing marketing strategies and product positioning.
* Supported the implementation of email marketing campaigns that achieved a 15% increase in open and click-through rates.
* Assisted in planning and executing events that successfully enhanced brand visibility and customer engagement.

**Marketing Intern**DEF Company, Singapore  
June 2017 – February 2018

* Assisted in content creation for social media and email newsletters, contributing to a 10% increase in followers and subscribers.
* Conducted research on customer trends and demographics, aiding in the development of targeted marketing initiatives.
* Helped with administrative tasks and provided support for ongoing campaigns and product launches.

### **Education**

**Bachelor of Science in Marketing**National University of Singapore, Singapore  
Graduated: May 2017

Relevant Coursework: Digital Marketing, Consumer Behavior, Market Research, Brand Management

### **Certifications**

* Google Analytics Certification
* HubSpot Content Marketing Certified
* Facebook Blueprint Certification

### **Professional Development**

* Attended Digital Marketing Summit (2023)
* Completed "Advanced SEO Techniques" course by LinkedIn Learning

### **References**

Available upon request