

Sanchez Barry

Software Engineer/
Marketer/Copywriter

Contact

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Education

2022

Software Engineering Immersive
General Assembly

2018 – 2020

Masters in Mass Communication
Nanyang Technological University
GPA: 4/5

2015 – 2017

Bachelor of Arts in Communication
University at Buffalo
GPA: 3.68/4 (Magna Cum Laude)

Technical Skills

- React.js
- JavaScript
- MongoDB
- Node.js
- EJS
- Express
- HTML
- CSS
- Flutter
- Dart
- Django
- Postgres
- Python
- Adobe PS, PP, ID, IX, AI
- Sketch
- MS Office

Other Skills

- Wordpress
- Digital Marketing
 - Google & Meta Ad Manager
- Social Media
- Email Marketing
- Search Engine Optimisation
- Content Marketing
- Content Creation
- Copywriting
- E-Commerce

My projects: <https://github.com/sanchezbarry>

Singaporean citizen, 30, with a love for coding and a Masters degree from NTU. Looking for my first stint in tech as a Software Engineer.

Experience

Senior Marketing & e-Commerce Executive (Feb 2021 – Present) Oribel Pte Ltd

Core tasks and responsibilities:

- Developed and executed overall marketing strategy with executive team.
- Planned and executed new product and new market launches.
- Analysing digital marketing channels and performance, and utilising the data for performance optimisation for e-commerce and marketplace conversions.
- Account management, marketing support and sales of 17 international distributors and 9 local retailers.

Key achievements:

- Launched the dedicated Singapore site and managed sales & marketing for SG, AU and CAN eCommerce websites, resulting in USD \$108,146.
- Launched our Google Shopping campaign in US, SG, AUS & CAN, overall resulting in an additional USD \$28,913.26 in sales from a new digital channel.

Marketing Lead (Aug 2018 – Dec 2020) plano Pte Ltd

Core tasks and responsibilities:

- Created and developed the marketing & communications strategy and worked closely with the executive team.
- Leading the design, development, and execution of all marketing and communication campaigns for plano.
- Analysing digital marketing channels and performance, and utilising the data for performance optimisation.
- Creating content (videos, social media campaigns, blogs, newsletters and more) to increase user engagement and brand awareness.
- Analysis of all marketing efforts, external competitive environment, and consumer patterns to create strategic collaborations/initiatives.

Key achievements:

- Over 1 million app downloads
- 415 Media pick ups
- 20,000 average monthly unique page views

Copywriting Apprenticeship (May – Aug 2018) BLKJ

- Wrote and conceptualised ads for clients like StarHub, Scoot, and The Learning Labs. Created everything from Facebook ads, EDMS, and even did a few videos.

Copywriter (Oct 2017 – May 2018) MetroResidences

- Crafted copy for blog, apartment listings, display and search advertising campaigns and electronic mailers.