

# Nicole Teo

## Social Media/ SEO Marketing Manager

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### Track record in orchestrating sales strategies

and marketing initiatives designed to increase revenue using social media and digital marketing techniques.

**Brand Building**, of a social enterprise into one with a regional presence

**Relationship-building skills** with communities

## PROFESSIONAL EXPERIENCE

### Social Media/ SEO Marketing Manager

Kapap Academy, Singapore, January 2017 –Present (Full time)

Joined as a Social Media/ SEO Manager, responsible for promoting sales and brand value through a series of ongoing and ad hoc marketing campaigns. .

- Responsible for online marketing through social media channels – account for 90% of revenue generated for the company
- Develop marketing campaigns to increase brand value (e.g. short video clips for dedicated youtube channel & Instagram etc)

### Social Media/ SEO Marketer

Kapap Academy, Singapore, Jan 2015 – Dec 2016 (Freelance)

Joined as a Social Media/ SEO Marketer, responsible for promoting sales and creating brand value through a series of ongoing and ad hoc marketing campaigns. .

- Collected, built and managed a database of over 25,000 leads
- Conducted regular database marketing
- Designed websites for company's products and services
- Develop marketing collaterals such as e-flyers, videos etc

### Created Crowd Cluster

Alpha Camp, Singapore, November 2017

As part of our final project, my group and I decided to create a website to help Singaporeans find out which times are crowded at food places. We mainly used Google API and Python to display the crowd density on the map. You can find it at <http://crowd-cluster.herokuapp.com>

## SKILLS

Microsoft Office & Excel

Photoshop for designing flyers,

Newsletters etc

Indesign for designing books

Organising Sales Campaigns

Programming (Ruby on Rails, HTML, CSS, JavaScript, AngularJS, ReactJS PHP, Bootstrap, MySQL, PostgreSQL, Apache, Python)

## HIGHLIGHTS

Played a key role in increasing enrolment from 3,000 students (2015) to **6,000 students**

Achieved **first place ranking in google search** for Kapap Academy under key words 'self defense, singapore'

## EDUCATION/ PROFESSIONAL CERTIFICATION

**Bachelor of Psychology**, 2017

James Cook University, Singapore Campus

**Certified SEO Marketer**, 2016

Search Engine Academy, Melbourne/ Australia

**Fundamentals of Digital Marketing, Social Media and E-Commerce (Certificate)**, 2017

Wharton, University of Pennsylvania/ United States

**Code Yourself! An introduction to programming (Certificate)**, 2017, The

University of Edinburgh & Universidad ORT Uruguay

**Full Stack Web Development**, 2017, Alpha Camp Singapore