

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)
- Assisted CEO of Kapap Academy, Ms Qin Yunquan in brand building as the ‘poster girl’ of Kapap Academy. Ms Qin won the Queen’s Young Leader’s Award (2017); Citation Award, Singaporean of the Year (2017); inducted as an Associate Fellow into the 150th year old Royal Commonwealth Society (2018); inducted as an honoree in the Forbes Asia 30 on 30 List of most influential young entrepreneurs, innovators and game changers throughout Asia (2018).

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

SKILLS

Android Studio

Photoshop

Indesign

Organising Sales Campaigns

Programming (Ruby on Rails, HTML, CSS, JavaScript, Java, 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, and 8,000**

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

Machine Learning (Certificate), 2018, Stanford University

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>