NICOLE TEO

Developer/ Social Media 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

EXPERIENCE

Kapap Academy   **January 2017 to Present**
Developer/ Social Media Manager

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)
- On-going improvements on corporate website development
- Currently, developing a personal safety cum social android application for students of Kapap Academy, and a different version for the public.

SKILLS

Android Studio

Photoshop CC

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 (2016), and 8,000 (2017)

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

Kapap Academy   January 2015 to December 2016 (Freelance)

Social Media/ SEO Marketer

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

Alpha Camp   November 2017
Created Crowd Cluster

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

EDUCATION

James Cook University Singapore (2007)
Bachelor of Psychology

Search Engine Academy Melbourne, Australia (2016)
Certified SEO Marketer

Wharton, University of Pennsylvania United States (2017)
Fundamentals of Digital Marketing, Social Media and E-Commerce (Certificate)

The University of Edinburgh & Universidad ORT Uruguay (2017)
Code Yourself! An introduction to programming (Certificate)

Alpha Camp Singapore (2017)
Full Stack Web Development

Stanford University (2018)
Machine Learning (Certificate)

Udemy (2018)
Android and Developer Course (Certificate)

London App Brewery (2018)
The Complete iOS App Development Bootcamp (Certificate)