



JACQUELINE THOMPSON

DIGITAL MARKETING EXECUTIVE

Results-driven Marketing Professional with a proven track record in optimising campaign outcomes. Skilled in strategic marketing management and team leadership. Seeking a challenging executive role to leverage expertise and drive marketing excellence.

CONTACT

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EDUCATION

Bachelor of Business Administration in Marketing

University of Business Excellence
Sep 2017 - Oct 2020

- Specialization in Digital Marketing.
- Thesis on "Innovative Strategies for Enhancing Digital Brand Presence and Customer Engagement."

Diploma in Business Administration

Marketing Academy
Aug 2015 - Aug 2017

- Relevant Coursework on Digital Marketing and Consumer Behavior.

SKILLS

- Digital Marketing Strategy
- Social Media Management
- Email Marketing
- Content Development
- SEO Optimization
- Market Research
- Fluency in English, Malay and Mandarin

WORK EXPERIENCE

Digital Marketing Specialist

Borcelle Marketing Agency

Jan 2023 - Present

- Developed and executed comprehensive digital marketing strategies, resulting in a 20% increase in brand visibility.
- Managed social media campaigns, increasing follower engagement by 25%.
- Utilised data analytics to optimise online advertising, achieving a 15% improvement in conversion rates.

Marketing Coordinator

Salford & Co

July 2021 - Dec 2022

- Coordinated the planning and execution of marketing events, contributing to a 30% growth in event attendance.
- Implemented email marketing campaigns, resulting in a 25% increase in lead generation.
- Collaborated with cross-functional teams to create and update website content, enhancing user experience and brand perception.

Marketing Assistant

Fauget Solutions

Dec 2020 - June 2021

- Assisted in the development of marketing collateral, ensuring brand consistency across various channels.
- Conducted market research and competitor analysis, providing insights for strategic marketing decisions.
- Supported the implementation of SEO strategies, leading to a 20% improvement in organic search rankings.

CERTIFICATIONS

Certified Digital Marketing Professional (CDMP)

Academy of Business Professional