



*Carmen Cheah*

## Professional Senior Digital Marketer with 3 years of experience in digital marketing strategy (social media)

### Skills



CLIENT SERVICING



COPYWRITING



BRAND PITCHES



CONCEPTUALISATION

### Software

- GOOGLE DOCUMENTS
- MICROSOFT WORD
- MICROSOFT POWERPOINT
- MICROSOFT EXCEL

### Work Experience

**Jan 2022 —  
Present**

#### **Business Development/Brand PR Lead (Freelance)**

Loco Hobo, Singapore

- Assist start-up brand in creative conceptualisations and business development opportunities.
- Collaborate with international influencers for brand collection drops.

**Apr 2019 —  
Nov 2020**

#### **Senior Social Media Specialist**

Meet Isaac Pte Ltd, Singapore

Accounts serviced: Guardian SG, MERZ Aesthetics, Changi Airport Group, Income Eco Run, Hasbro SG, SPH Buzz, Crystal Jade SG, Illumi Run SG/MY, SCSM x Under Armour SG

- Led and collaborated on brand/campaign pitches with >95% success rate, including success in securing Meet Isaac's first regional account (MERZ Aesthetics).
- 100% client satisfaction and retention rate via efficient and organised collaborative work processes.
- Surpassed client's FB KPIs by +99.5% brand engagement rate and +92.3% fan growth in 9 months (via optimised brand strategy obtained through social media analytics).
- Mentored and trained 5 existing/new social media specialists for brand accounts.

**Feb 2018 —  
Apr 2019**

#### **Social Media Executive**

Meet Isaac Pte Ltd, Singapore

- Client-serviced + spearheaded social media brand strategy across FB/IG channels. Curated social content, including copywriting and content calendar planning.
- Analysed and reported monthly social analytics + KPIs to clients using Locowise and Sysomos.
- +89% increase in client's race event sign ups through efficient FB ad targeting strategy + management of digital advertising budget with media team support.
- Coordinated with external PR agencies to identify influencers for brand collaborations and conceptualise influencer engagement content.
- Conducted internal team training on social media analytic tools, trends, and internal workflow process.



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## Work Experience

Jan 2021 —  
Nov 2021

### Doctor's Assistant

Lee Clinic, Singapore

\*Took a year off to explore an alternate career path.

- Clinical shadowing experience performed under Dr Priscilla Lee, with patient observation.
- Responsibilities include patient triage, medicine dispensing, and assistance in the administration of COVID-19 vaccinations and GP medical cases.

## Education

2017

### BSc (Hon) Business & Management with 1st Class Honours

University of London International Programmes,  
SIM GE  
Class of 2017

Jul 2014

### London School of Economics & Political Sciences

Summer Session '14

Jul 2013

### University of California, Berkeley

Summer Session '13