

## **WORK EXPERIENCE**

**TDCX (SG) Pte. Ltd.**

**Dec 2024- Present**

*Account Specialist*

- **Ad Strategy Expertise:** Manage Meta advertising platforms with a deep understanding of Facebook ad logic and tactics. Proficient in data analysis and performance tracking to maximize campaign effectiveness.
- **Client Management:** Develop tailored advertising strategies for e-commerce and retail SMEs across China, Singapore, and Malaysia, managing cross-border campaign execution to enhance overall performance and conversions.
- **Performance Results:** Consistently achieve key metrics including client satisfaction, account retention, and business growth through high-quality service delivery.

**Beijing PROX Culture Communication Co. Ltd**

**Jun 2020- Oct 2023**

*Senior Account Manager*

- **Team Leadership:** Successfully led a team of over 5 members in large-scale marketing campaigns, attracting over 1,000 participants for the Chinese automotive and fashion industries.
- **Campaign Strategy & Execution:** Conceptualized and delivered over 20 high-impact marketing campaigns, overseeing all phases from ideation to implementation.
- **Digital Content Management:** Orchestrated content creation and operational strategies for clients' official Douyin accounts, driving substantial increases in user engagement and follower growth.
- **Budget & Project Management:** Led and customized marketing projects with budgets exceeding RMB 8 million (SGD 1.5 million), ensuring alignment with client objectives.
- **Financial Oversight:** Monitored and managed cost efficiency and profitability across all projects, fostering and maintaining strong stakeholder relationships.

**Daya Legend (Beijing) Cultural Communication Co. Ltd**      **Oct 2014- May 2020**

*Marketing /Event Planner*

- **Strategic Marketing Development:** Engineered marketing strategies for product launches and promotional campaigns, effectively organizing high-profile events such as summits and annual meetings with over 1,000 attendees.
- **Client Engagement & Project Coordination:** Developed and managed over 100 tailored marketing plans, collaborating with prominent clients including DELL and Alienware to meet their specific needs.
- **Proposal & Content Creation:** Crafted persuasive marketing proposals, securing contracts with a successful rate of 70%, and developed creative content for clients' social media account, via Redbook and Weibo.
- **Event Planning & Execution:** Coordinated the planning and execution of significant events, ensuring alignment with client branding and strategic objectives.

## **EDUCATION**

**Bangor University (Merit)**

**Nov 2023- Nov 2024**

Master of Business Administration in **International Marketing**

**The University of Hong Kong (Merit)**

**Jul 2022- Oct 2023**

Postgraduate Diploma in **Integrated Marketing Communication**

## **POSITIONS OF RESPONSIBILITY AND ACHIEVEMENTS**

**Mercedes Benz G-Class SUV High Performance Tour in Yunnan** **Nov 2022**

*Campaign Leadership* | Successfully led a 3D2N test drive campaign that spanned an entire month, showcasing the high-performance capabilities of the Mercedes-Benz G-Class SUV, with participation from over 500 guests.

**MINI Underground Racing in Shanghai** **Oct 2021**

*Campaign Leadership* | Directed an underground racing event featuring Mini Cooper vehicles, attended by over 1,000 guests.

*Recognition* | Secured the Gold Award in the Onsite Club Event Golden List 2021.

**Electric BMW iX3 Summer Tour in Fu Jian** **Jun 2021**

*Campaign Leadership* | Led a two-month test drive campaign for the launch of the BMW iX3 electric vehicle, engaging over 300 VIP guests.

**Li Ning Pop-Up Store in Beijing** **Dec 2020**

*Innovative Retail Experience* | Managed a month-long campaign featuring an Augmented Reality Virtual Fitting Room at Sanlitun, Beijing, enhancing the customer experience.

**Dell EMC Annual Meeting in Beijing and 3 other cities** **Jan 2018**

*Event Planning & Execution* | Developed and executed the proposal for Dell EMC's internal annual meetings across Beijing, Shanghai, Guizhou, and Shenzhen, featuring performances by renowned artists Yu Quan and Phoenix Legend.

## **RELEVANT SKILLS**

### ***IT***

Proficient in Microsoft office, such as Excel, PowerPoint, etc.

### ***Marketing***

Social media marketing, Marketing management, SEO/SEM, Image processing, Video editing.

**References upon request**