



Jane Leong Jia Yin

Senior Branding and Marketing Executive

Experienced in branding and marketing, specializing in digital marketing strategies, content creation, and event planning. Proficient in SEO, social media management, and data analysis, driving brand growth and enhancing market competitiveness. Passionate about learning and innovation, dedicated to building stronger brand impact for businesses.



jane.leong1@gmail.com



8918 9407



Singapore PR, DATE OF ISSUE
: 19 Apr 2022



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linkedin.com/in/janeleongjiay
in

SKILLS

Microsoft XP Application
(Excel, Word, Office,
PPT)

Adobe Photoshop

Multitasking and Time
Management

Photographer/
Videographer Skills

Video Editor Skills

Creativity

Ability to Work in a Team

Adaptability and
Flexibility

Positive Attitude and
Professionalism

WORK EXPERIENCE

Senior Marketing Executive

MA KUANG HEALTHCARE MANAGEMENT PTE LTD - UEN: 201430321M

06/2024 - Present

Henderson, Singapore

Achievements/Tasks

- Develop and Execute Marketing Strategies - Design marketing strategies including designing landing pages, copywriting, email marketing
- Remarketing campaigns to drive effective digital marketing campaigns that produce results on different marketing channels (e.g. Google, YouTube, Tik Tok, Facebook etc) to promote our products and services.
- Event Planning - Plan and manage events from end-to-end, which includes conferences, seminars, workshops, corporate meetings, webinars & networking events
- Marketing Campaigns & Promotions - Drive communication between internal teams and external stakeholders to ensure seamless campaign execution. Conceptualize, plan, and implement marketing promotions, campaigns, and activations to boost clinic sales.
- Execute Marketing Plans Within Budget - Plan and manage the marketing budget for customer acquisition campaigns and ensuring the KPI and ROI are met.
- Reporting and Analysis - Set up and track analytics to measure the marketing performance and track various trends, statistics, and performance goals.
- Develop and execute sales strategies to increase product visibility and revenue on Shopee and Lazada.
- Coordinate content production such as product photoshoots, digital imaging, video creation and artwork development for EC platforms.
- Monitor and analyze KPIs, trends, and campaign effectiveness to drive traffic and conversion.
- Manage day-to-day e-commerce operations, including order processing, logistics coordination, and return handling.
- Provide timely and professional customer support through online platforms.
- Support digital marketing initiatives including social media, email campaigns, and paid advertising (Google Ads, Facebook Ads, etc.).
- Collaborate with internal teams to ensure cohesive execution of online strategies.
- Maintain and update e-commerce websites to optimize user experience and conversions.
- Prepare regular performance reports covering sales, traffic, customer behavior, and campaign outcomes.

LANGUAGES

English

Full Professional Proficiency

Chinese

Native or Bilingual Proficiency

Cantonese

Professional Working Proficiency



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Senior Branding and Marketing Executive

VISIONARY INTERIOR DESIGN PTE LTD - UEN: 201719420W

08/2023 - 06/2024

Tai Seng, Singapore

Achievements/Tasks

- Manage all digital marketing channels (e.g. website, blogs, emails and social media) to ensure brand consistency and to increase brand awareness.
- Developing strategies and tactics to boost the company's reputation and drive qualified traffic
- Manage and improve online content, considering SEO (Search Engine Optimization) and Google Analytics
- Develop and implement new customers acquisition, retention and traffic-driving campaigns across digital channels
- Developing offline events, expos, and booths requires meticulous planning and execution
- Monitor and report on effectiveness of marketing activities by submitting post-event/postpromotional activities report to analyze effectiveness of each promotion
- Measure and report performance of all marketing campaigns, assess against goals (ROI and KPIs).
- Evaluate important metrics that affect our website traffic, service quotas, and target audience.
- Monitor competition and provide ideas to stand out. Create content strategies for digital media, Visionary's Branding
- Manage and coordinate innovative creation solution to develop content on digital channels

Branding and Marketing Executive

VISIONARY INTERIOR DESIGN PTE LTD - UEN: 201719420W

05/2022 - 08/2023

Woodland, Singapore

Achievements/Tasks

- Plan, strategies and execute marketing designs and activities to establish and maintain brand presence in the market.
- Coordinate activities of specialists involved in the brand positioning of the products
- Execute various forms of marketing including social media marketing, internet marketing, content marketing, paid advertising and digital marketing. (Handling google business visionary interior)
- Video shooting and Photoshoot (promote after renovation project)
- Develop marketing plans unique to particular products and/or services.

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Adaptability and
Flexibility

Positive Attitude and
Professionalism

LANGUAGES

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Chinese
Native or Bilingual Proficiency

Cantonese
Professional Working Proficiency

WORK EXPERIENCE

Marketing Executive

WHOLE TEAM PTE LTD - UEN: 202032391E

05/2020 - 05/2022

Bugis, Singapore

Achievements/Tasks

- Execute various forms of marketing including social media marketing, internet marketing, content marketing, paid advertising and digital marketing. (Handling 4 google business, Full House (Man Lou) 满楼, PARS Building, VITAE PARS, Whole Team Pte Ltd)
- Design, build and maintain a positive, strong, and growing social media presence. (FB & IG: blushbeanblushbean, manlou_fullhouse, fendi_wine)
- Develop marketing plans unique to particular products and/or services.
- Developing offline events, expos, and booths requires meticulous planning and execution.
- Planning, development, implementation and performance tracking of effective digital strategies to drive campaign performance on digital platforms (Shopee platform)
- Planning, coordinating and marketing of events and trainings, this include but not limited to new course brochure development, develop events calendar, and sending out course invitations. (ICT 2021 at Expo MBS)

Admin Executive

OLYMPIA DIARY (S'PORE) PTE LTD - UEN: 199303611N

08/2019 - 05/2020

Ubi, Singapore

Achievements/Tasks

- (Admin Logistics Dept) Handled correspondence, filling systems, and calendar plans, handled delivery goods delivery out department
- Composed, edited, and proofread documents
- Assisted the administration team with any required duties
- (Purchasing, Supply Chain Dept) Researching potential vendors, evaluating offers from suppliers
- Brought forth the ability to effectively multitask and prioritize

EDUCATION

Bachelor's of B. A. (Hons) Marketing Management

Multimedia University (MMU) @ Malacca Malaysia

10/2016 - 07/2019

Diploma in Business Administration

Multimedia University (MMU) @ Malacca Malaysia

10/2024 - 10/2016

ACHIEVEMENT

Committee Member (Social Key Association) @ Multimedia University
(06/2016 - 05/2019)