

Jane Leong Jia Yin

Assistant Marketing Manager

Empathetic and strategic marketing professional experienced in branding, digital marketing, and event planning. Skilled in SEO, social media, and analytics to drive brand visibility and performance. Known for strong communication and team-oriented leadership, with a passion for innovation and creating meaningful brand experiences.

 jane.leong1@gmail.com

 8918 9407

 Singapore PR
DATE OF ISSUE : 19 Apr 2022

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 linkedin.com/in/janeleongjiayin

WORK EXPERIENCE

Assistant Marketing Manager

MA KUANG HEALTHCARE MANAGEMENT PTE LTD - UEN: 201430321M

05/2024 - Present

Henderson, Singapore

Achievements/Tasks

- **Develop and Execute Marketing Strategies** – Designed and implemented comprehensive marketing strategies, including landing page design, copywriting, and email marketing. Led remarketing initiatives across multiple digital platforms (Google, YouTube, TikTok, Facebook) to strengthen brand presence and drive lead generation.
- **Event Planning and Management** – Planned and executed end-to-end events such as conferences, seminars, workshops, corporate meetings, webinars, and networking sessions, ensuring smooth logistics and brand consistency.
- **Campaigns and Promotions** – Conceptualized and launched marketing campaigns, promotions, and activations to boost clinic sales. Collaborated closely with internal teams and external partners to ensure seamless execution and alignment with business goals.
- **Budget and Performance Management** – Managed marketing budgets efficiently, ensuring KPIs and ROI targets were met. Optimized spending based on performance data and campaign results.
- **Analytics and Reporting** – Established analytics dashboards to track key marketing metrics, trends, and performance indicators. Generated actionable insights to refine marketing strategies and improve conversion rates.
- **E-commerce Strategy and Operations** – Developed and executed sales strategies to enhance product visibility and revenue on Shopee and Lazada. Managed daily e-commerce operations, including order processing, logistics coordination, and returns management.
- **Content Production and Creative Direction** – Coordinated product photoshoots, video creation, digital imaging, and artwork development for online platforms to strengthen brand image and engagement.
- **Digital Marketing Execution** – Supported paid media campaigns (Google Ads, Facebook Ads, etc.), social media initiatives, and email marketing to drive online traffic and conversions.
- **Customer Engagement and Support** – Ensured prompt, professional customer service through online platforms, improving customer satisfaction and retention.
- **Website Optimization and Maintenance** – Maintained and updated e-commerce websites to enhance user experience, streamline navigation, and optimize conversion rates.
- **Performance Analysis and Reporting** – Prepared regular reports covering sales performance, website traffic, customer behavior, and campaign effectiveness to support data-driven decision-making.

Career Progression Summary



Traditional Chinese Medicine (TCM)

Private Education Institute (PEI)



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WORK EXPERIENCE

Senior Branding and Marketing Executive

VISIONARY INTERIOR DESIGN PTE LTD - UEN: 201719420W

05/2022 - 05/2024

Tai Seng, Singapore

Achievements/Tasks

- Managed all digital marketing channels (website, blog, email, and social media) to ensure brand consistency and strengthen overall brand awareness.
- Developed and executed strategic marketing plans to enhance company reputation and drive qualified traffic across digital platforms.
- Optimized and maintained online content with a focus on SEO best practices and Google Analytics insights to improve search visibility and engagement.
- Planned and implemented customer acquisition, retention, and traffic-driving campaigns across multiple digital channels.
- Led the planning and execution of offline marketing events, including expos, exhibitions, and promotional booths, ensuring seamless coordination and strong brand representation.
- Monitored, measured, and analyzed the effectiveness of marketing campaigns against KPIs and ROI, providing actionable insights for future improvements.
- Prepared detailed post-event and post-promotion performance reports to evaluate campaign outcomes and marketing impact.
- Conducted market and competitor analysis to identify opportunities for differentiation and strategic positioning.
- Created and managed digital content strategies to strengthen Visionary's branding and enhance online presence.

Branding and Marketing Executive

VISIONARY INTERIOR DESIGN PTE LTD - UEN: 201719420W

05/2021 - 05/2022

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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SKILLS

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

Conflict Resolution & Team
Coaching

Client Relationship
Management

Cross-functional
Collaboration & Stakeholder
Engagement

Empathetic Leadership &
Team Motivation

Strategic Communication &
Influential Presentation

Multitasking and Time
Management

Design and Creativity

Photographer/
Videographer Skills

Video Editor Skills

Adobe Photoshop

Adaptability and
Flexibility

Positive Attitude and
Professionalism

Adaptability & Problem-
solving under Pressure

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WORK EXPERIENCE

Marketing Executive

WHOLE TEAM PTE LTD - UEN: 202032391E

03/2020 - 05/2021

Bugis, Singapore

Achievements/Tasks

- Executed comprehensive marketing initiatives including social media, digital content, and paid advertising campaigns to enhance brand visibility and engagement.
- Managed and optimized four Google Business profiles — Full House (Man Lou) 满楼, PARS Building, VITAE PARS, and Whole Team Pte Ltd — ensuring consistent online presence and reputation.
- Designed, built, and maintained strong social media profiles across Facebook and Instagram (e.g. @blushbeanblushbean, @manlou_fullhouse, @fendi_wine) to grow brand communities and customer engagement.
- Developed and implemented product-specific marketing plans tailored to different business units and target audiences.
- Planned and executed offline events, exhibitions, and promotional booths, managing end-to-end logistics and brand presentation.
- Coordinated and tracked digital campaigns on Shopee and other e-commerce platforms, improving campaign performance and online traffic.
- Organized and promoted corporate events, training programs, and product launches, including brochure design, event calendar management, and invitation campaigns (e.g. ICT 2021 at Expo MBS).

Marketing cum Administrative Executive

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

07/2019 - 03/2020

Ubi, Singapore

Achievements/Tasks

Marketing:

- Executed marketing initiatives across social media, digital channels, content creation, and paid advertising to enhance brand visibility and engagement.
- Managed and optimized Google Business profiles and social media accounts (Facebook & Instagram) to grow brand awareness and customer engagement.
- Assisted in developing product-specific marketing plans and campaign strategies for online and offline channels.
- Supported event planning and execution for exhibitions, promotional booths, and corporate events, including coordination of logistics and marketing materials.
- Monitored campaign performance and reported insights to improve ROI and engagement.

Administrative & Operations:

- Assisted with purchasing and supply chain tasks, including vendor research, evaluating supplier proposals, and procurement support.
- Demonstrated strong multitasking, time management, and organizational skills to balance marketing and administrative responsibilities effectively.

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
10/2014 - 10/2016

LANGUAGES

English
Full Professional Proficiency

Chinese
Native or Bilingual Proficiency

Cantonese
Professional Working Proficiency

ACHIEVEMENT

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