

Jillian Chang

DIGITAL MARKETING

Objective

Hi there! I'm a digital marketing and social media strategist with expertise in data analysis. As a creative thinker, I'm always looking for innovative ways to enhance social media performance and stay up-to-date with the latest trends. Having worked with various SMEs and start-ups, I have found a taste for dipping my toes in various fields and like to keep an open mind to new challenges and experiences.

Experience

June 2022 –
Present

Social Media Executive *Vintedge Singapore*

- Strategising social media content for clients
- eDM and marketing automation planning
- Copywriting for social media and eDM Content
- Planning Media Buy Strategy based on client's objectives
- Report Generation and Analysis, with key focus on sales and target projection

Key Clients: Canon Singapore, Alpine Singapore

Skills: Project Management | Social Listening | Content Management Systems | Media Buying | Content Strategy

Jan 2022 –
May 2022

Digital Marketing & Growth Executive *Regtank Technology*

- Optimise content for website and social media channels such as Facebook, Twitter, LinkedIn and Medium
- Track the website traffic flow and provide internal reports regularly
- Identify new digital marketing trends around compliance and the cryptocurrency realm to ensure that the brand is in forefront of industry developments
- Manage the SEO of website pages using SEMRush to ensure pages were fully optimised

Skills: Corporate Communications | Content Management Systems | Content Strategy | Copywriting | SEMRush

May 2021 –
Jul 2021

Junior Content Strategist *PROTOCOL*

- Collaborated with the team to strategise digital and offline marketing solutions to best address our clients needs
- Assisted in the copywriting for social media assets
- Worked with the Gen-X Singapore team to produce articles
- Assisted in the seeding and liaison of press kits when required

Key Clients: Nestle Breakfast Cereal, GERBER Singapore

Skills: Project Management | Campaign Management | Content Strategy | Public Relations

Education

2018 - 2022

National University of Singapore

Bachelor of Social Sciences, Communications and New Media

Grade: Highest Distinctions | 4.63

Activities & Societies:

- Communications and New Media Society – Creative Director (AY2019/2020)
- CNM Freshmen Orientation Camp 2019 – Marketing Director (AY019)
- CNM Sub-Committee – Member (AY2018/AY2019)

2015 - 2017

Catholic Junior College GCE A Levels

Community service

2023-Present	IMPART Youth Advocate WITS Programme – Education Arm
2016	Interact Club Programme Coordinator, Fundraising Volunteer Education

Languages

English	Native language
Chinese	Intermediate Listener, Novice Speaker, Advanced Reading and Writing

Skills

Platforms	Facebook Ads, Google Ads, Meta Business Suite, Emplifi, BrandWatch, Hubspot, Hootsuite.
Applications	Microsoft Suite (Power BI, Teams, Excel), SEMRush, Google Analytics 4,
Design Tools	Canva, Adobe Photoshop, Adobe Indesign, Adobe Illustrator
