

NG ZHENG JIE

DIGITAL MARKETING



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230 WESTWOOD AVENUE #09-25

SUMMARY

Experienced digital marketing professional skilled in developing and executing successful campaigns. Skilled in website management, editorial work, and CRM management, as well as collaborating with agencies and partners to achieve e-commerce success. Experienced in working closely with the digital marketing manager throughout the entire process, from ideation to execution. Seeking opportunities to apply my skills and gain experience with new digital tools to further develop my expertise in the field.

EDUCATION

PSB ACADEMY, COVENTRY UNIVERSITY
BACHELOR OF ARTS WITH HONOURS IN
DIGITAL MARKETING
2022 - PRESENT

REPUBLIC POLYTECHNIC
DIPLOMA IN MEDIA PRODUCTION AND DESIGN
2017 - 2020

PROFESSIONAL HISTORY

MIELE SINGAPORE
JUNIOR MARKETING EXECUTIVE
AUGUST 2022 - PRESENT

- Website editorial management using Intershop e-commerce management and OpenText, with a focus on website banners, user interface improvements, and new feature implementation
- CRM management with Flexmail for creating newsletters. Proficient in contact data management and updating contact lists and categories.
- Support for Amazon brand page using Vendor Central for consistent catalogue updates and design assistance.
- Proficient in Photoshop, Illustrator, and Premiere Pro for creating marketing materials, promotional materials, and video editing.

BLUESG
GRAPHIC DESIGNER INTERNSHIP
MARCH 2019 - AUGUST 2019

- Designed visuals for ad campaigns, ensuring alignment with brand guidelines and campaign objectives.
- Created engaging video content for social media platforms, optimizing for different formats and channels.
- Supported the marketing team with content creation, collaborating with team members to meet project goals and deadlines.
- Handled various ad hoc duties as needed, adapting to the dynamic needs of the marketing department.