



Vanessa
Valerie

INTEGRATED
MARKETER

CONTACT

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➤ Jersey City, NJ

EXPERIENCE

OS33 | *SaaS / Cybersecurity*

Marketing Manager | 01/18 - Present

- Planning and executing on inbound marketing, ABM, product marketing, digital marketing, public relations, and social media initiatives
- Content development: White papers, case studies, blog posts
- Planning and production of Workplace events and industry tradeshows, including budget management, creation of collaterals, and logistics
- Collaborating with Sales, Product, Customer Success, Channel Partnership, and Education teams to amplify brand and product messaging to clients, partners, and prospects

Self-Employed

Marketing & Communications Consultant | 09/16 - 12/17

- Consulting on public relations, social media, and branding for small businesses and independent artistes
- Development of press materials for clients

Ogilvy

Senior Associate / Manager | 02/14 - 06/15 and 03/16 - 09/16

- Conceptualized, developed, and implemented 360 campaigns for public relations, social media, and employee communications clients
- Led and won new business pitches
- Implemented strategies and optimized resources to achieve and exceed targeted outcomes for B2B and B2C brands

Carousell | *Tech Startup*

Public Relations Lead | 06/15 - 03/16

- Spearheaded and executed global branding, social media, and media engagement strategy
- Led agency partners across Asia

FLY Entertainment | *Marketing and Artiste Management*

Marcom Manager | 06/13 - 02/14

- Led a team of executives to execute marketing plans for clients while serving as publicists for agency artistes
- Wrote and produced a quarterly magazine for the entertainment industry

Quiksilver Inc.

Marketing Coordinator, South Asia | 03/12 - 05/13

- Planned and executed 2 major regional marketing events in the first year of joining the company; Garnered extensive press coverage across Southeast Asia
- Part of the pioneering regional e-commerce team; Set up and managed social media accounts for Quiksilver, Roxy, and DC Shoes across 7 markets; managed paid ads

Singapore Press Holdings | *Media*

Multimedia Journalist / Content Producer | 03/08 - 03/12

- Editor of (now-defunct) Diva Asia. Led the site to become Singapore's top women's lifestyle and news website in 2011/12
- Covered key news stories for regional news site, AsiaOne
- Reported on-camera and produced news, entertainment, and lifestyle content for The Straits Times Razor TV

FORMER CLIENTS

NETFLIX



SOFITEL
HOTELS & RESORTS



YTL HOTELS



US-based
Energy
Corporation



SKILLS

Public Relations | Press Release Drafting | Media Pitching |
Marketing | Social Media Strategy | Account Management |
Regional Project Management | Community Management |
Creative Writing | Trend-spotting | Ideation | Event Hosting |
Event Planning & Management | On-camera Reporting |
Basic Video & Audio Editing | Basic HTML & CSS |
Artiste & Athlete Management | Budgeting | CRM Strategy |
Cybersecurity

EDUCATION

Bachelor of Communication, Double Major
Murdoch University | 2008 - 2011

LANGUAGES

English | Native
Chinese | Fluent