



Jammy Ho

Digital Marketing Executive

Details

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Nationality

Malaysian (Singapore PR)

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Profile

With 13+ years of graphic design experience and a Professional Diploma in Digital Marketing from Lithan Academy, Singapore, I've transitioned into digital marketing. Currently, as a **Marketing Executive at Swatow Restaurant**, I manage social media, internal promotions, and marketing collaterals. My previous roles as a **Digital Marketing Executive at 1 Play Sports Pte. Ltd.** and **Creative Manager at Nyze Holdings Pte. Ltd.** have honed my skills in executing effective campaigns. I bring a creative, collaborative approach to delivering impactful results.

Employment History

Marketing Executive, Swatow Restaurant Pte Ltd

Oct 2022 – Present 📍 Singapore

- Planning and executing digital marketing campaigns, utilizing platforms such as Facebook Ads, Instagram campaigns, and Xiao Hong Shu contents to achieve targeted results
- Create and design digital marketing collateral for seasonal and festive promotions, as well as prints and packaging designs for restaurant products and merchandise
- Ensure all projects are delivered according to brief, on time and within budget
- Engage and manage influencers through social media platforms to drive engagement, events and promotions
- Engage and cultivate meaningful relationships with potential business partners to drive growth and achieve mutual success
- Manage and respond to customer reviews and feedback in a timely manner

Creative Manager, Nyze Holdings Pte Ltd

Feb 2021 – Oct 2022 📍 Singapore

- Creation of marketing videos and stills for social media channels
- Supporting visual content creation for Kinder Dreams, ZAZU Singapore, HUGPAPA Singapore, Gadget King Asia, and B.TOYS on social media and e-commerce platforms such as Shopify, Shopee, Lazada, Amazon, and more
- Planning and presenting social media calendars
- Approaching and collaborating with mummy influencers on product collaborations and discounts
- Tracking and communicating with leads and inquiries from social media and marketing channels
- Creating and designing new corporate visuals for Kinder Dreams, including packaging designs and marketing collateral
- Maintaining and updating the company's e-commerce website

Digital Marketer & Design, 1 Play Sports Pte Ltd

Nov 2018 – Dec 2020 📍 Singapore

- Responsibility in managing social media engagement, connect, collaborate and communicate relevant and timely information with key stakeholders (internal and external) including promotional / campaign details and key events

Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

Microsoft Office

Facebook Ads

Facebook Ads Manager

Facebook Marketing

Content Marketing

Creator Studio

Google Analytics

Google Adwords

Iconosquare

Wix Website

Shopify

E-commerce

Adobe Premiere Pro

Canva

Capcut

Languages

English

Chinese (Mandarin)


Chinese (Cantonese)

Hobbies

Apple, Music, Coffee & Meditation


- Measuring & reporting on the performance of all digital marketing campaigns to Head of Content
- Plan and execute all digital marketing campaigns (Facebook Ads, Instagram campaign and Google Ads)
- Produce visual creation for digital marketing collateral, the upcoming sports event, studio shows, and broadcast graphics
- Ensure all projects are delivered according to brief, on time and within budget
- Support for Revenue Team in visual contents for presentation and other internal corporate materials

Creative Manager, A-Reflection Pte Ltd

Oct 2017 – Oct 2018  Singapore


- Provide a high degree of design input, range planning, and creative and commercial guidance to maximize the brand potential
- Coordinate with all relevant teams and HOD for the development of all products and services
- Oversee the creation of art, photos, visuals, and app UI layout (Witkeylive - Live Stream Mobile App)
- Manage and track timelines for all marketing collateral across social media channels (Facebook and Instagram)
- Solve problems and provide updates for mobile apps and internal brands
- Plan and propose ideas for marketing promotions and programs

Senior Designer, 2ideas Pte Ltd

Jan 2016 – Jun 2017  Singapore


- Coordinate with project director, project manager, project assistant and designers for visual contents, printing material and fabrication finishing
- Support sales team in design layout, build and structure drawing for window facade, event, and press conference
- Graphic support for in-house greeting card, office entrance design, web banners and company website
- Preparing final artwork for print production purpose

Creative Freelancer (6-month Contract), Seventh Sense Creative

Jul 2015 – Dec 2015  Singapore

- Coordinate and supervise designers/freelancers for advertisement content conceptualization, creative design, and printing
- Founded and developed the house brand "EMOBEE," an instant photo booth service
- Create and design assigned tasks such as publication advertisements, brochures, corporate branding, other collateral, and premium gifts
- Plan and develop in-house corporate brand, packaging, product promotion, social media setup/update, create and advertise internal event/festive greeting mailers to clients and suppliers.
- Monitor design quality and job timelines
- Manage and plan events and roadshows
- Communicate design visions and rationale clearly to clients and the design team
- Develop and monitor potential business opportunities


Senior Designer, Ingrid Design Pte Ltd

Feb 2014 – Jun 2015  Singapore

- Coordinate with account executive, design director, art director and designers for creative content, conceptualization, and printing

- Create and design all given print media task: publication advertisement, brochures, corporate branding, and other collateral
- Working with Art Directors and designers for pitch projects
- Ability to priorities and juggle multiple projects within tight deadlines

Art Director, Seventh Sense Creative Pte Ltd

Jul 2010 – Jan 2014  Singapore

- Found and develop a house brand, Solargate, a new brand of electronic gadget, power bank for Un-titledesign Pte. Ltd. (co-company under Seventh Sense Creative) which responsible in corporate brand development, brand packaging, product promotion, social media setup, and quality control
- Track and manage in-house design quality and job timeline
- Plan and discuss in advertisement contents, conceptualization, creative, and mass production finishing with graphic designers, freelancers, local / international material suppliers, and printers
- Communicate design visions and rationale clearly to clients and design team
- Create and design the given print media task: press advertisement, brochure, outdoor, digital, corporate branding, and other collateral
- Mentoring junior designer in project development and performance management
- Assist and support in the event planning
- Knowledge of design disciplines which are layout, typography, imagery, and color


Graphic Design, Arturn Advertising & Marketing Sdn Bhd

Jun 2007 – Jun 2010  Kuala Lumpur, Malaysia

- Coordinate with account executive, creative director, art director and copywriter for advertisement contents, conceptualization, designing and copy-writing
- Create and design the given print media task: publication, brochure, outdoor, corporate branding, and other collateral for the property projects
- Knowledge in design disciplines: layout, typography, imagery & color
- Ability to priorities and juggle multiple projects within tight deadlines
- Knowledge of industry standard design tools: Mac OS, Adobe Illustrator, Adobe Photoshop, Freehand and Adobe In-design

Education

Lithan Academy (Skillsfuture), Professional Diploma in Digital Marketing

2018 – 2019  Singapore

Go Academy, Diploma in Computing

2003 – 2005  Selangor, Malaysia

Kojadi Institute (Wigan & Leigh College UK), Diploma in Computer & IT

2001 – 2003  Kuala Lumpur, Malaysia