



ANGELA
Love



INTRO- duction



Thank you for viewing this presentation. I hope that this is a strong indication of your interest in working with me. In this presentation deck, I share more about my background, working style, and past projects that I have worked on. If you have any questions, please feel free to shoot me a message at hellow.angela@gmail.com!



Angela for You

ABOUT- -Angela

Hi! My name is Angela and I have been working freelance as a content creator for almost 4 years now. I enjoy working with different clients, hearing their needs, and helping them meet their marketing and communication goals. As an avid social media user, I lean more towards digital marketing, although I am equally capable of handling traditional marketing tasks. The solutions I provide will be strategic, time-sensitive, and impactful, ensuring that we fully maximise each marketing opportunity we get.

Having lived in five different countries and working with international clients, I feel comfortable working with diverse groups of people and believe that my work transcends physical borders.

2020
– 2021

MSc. Digital Marketing Strategy

Trinity College Dublin, Ireland
Ranked 1st in Western Europe for E-Business and
Digital Marketing (Eduniversal 2019)

2017
– 2020

BSc. Communication Science
Minor: Gender and Sexuality studies

University of Amsterdam, the Netherlands
Ranked the #1 Communication course in the
world from 2018 - 2021 (Top Universities 2021)

2014
– 2017

Dip. Mass Communication

Ngee Ann Polytechnic, Singapore
Most established media course in Singapore
(Ngee Ann Polytechnic 2020)



SKILLS AND -certifications



Adobe Creative Cloud

Photoshop, Illustrator, Premiere Pro,
After Effects



Photography



Data Analytics

SPSS, Statistics, KNIME



Google

Search, Display, and Analytics certified



Social Media

Facebook Blueprint Certified: Digital
Marketing Associate



Strategy / Academic Research

Undergrad thesis selected for Student Research
Conference and was ultimately published

SERVICES

- Digital marketing strategy
- Social media strategy
- Content marketing
- Copywriting / Content writing
- Proofreading / Content editing
- Social media content creation
- Graphic design
- Web design
- Video editing
- Basic video animation
- Photography
- Social media review
- Website review
- Social media management
- Community management
- Research (primary and secondary)
- Competitors' analysis
- Data analytics



“

*You can't sell
anything if you
can't tell
anything.”*

—Beth Comstock

WORK STYLE

Due to my international experiences, I can comfortably communicate with people from a diverse range of background. I strive to bring constant and quick communication to my clients, delivering work with the utmost quality. As I have clients from all around the world, I work remotely across multiple timezones and am available every day for your communication needs. Having a research-focused background, I ensure that my proposals are strategic, focused, and time-sensitive, bringing you and your organisation impactful results.





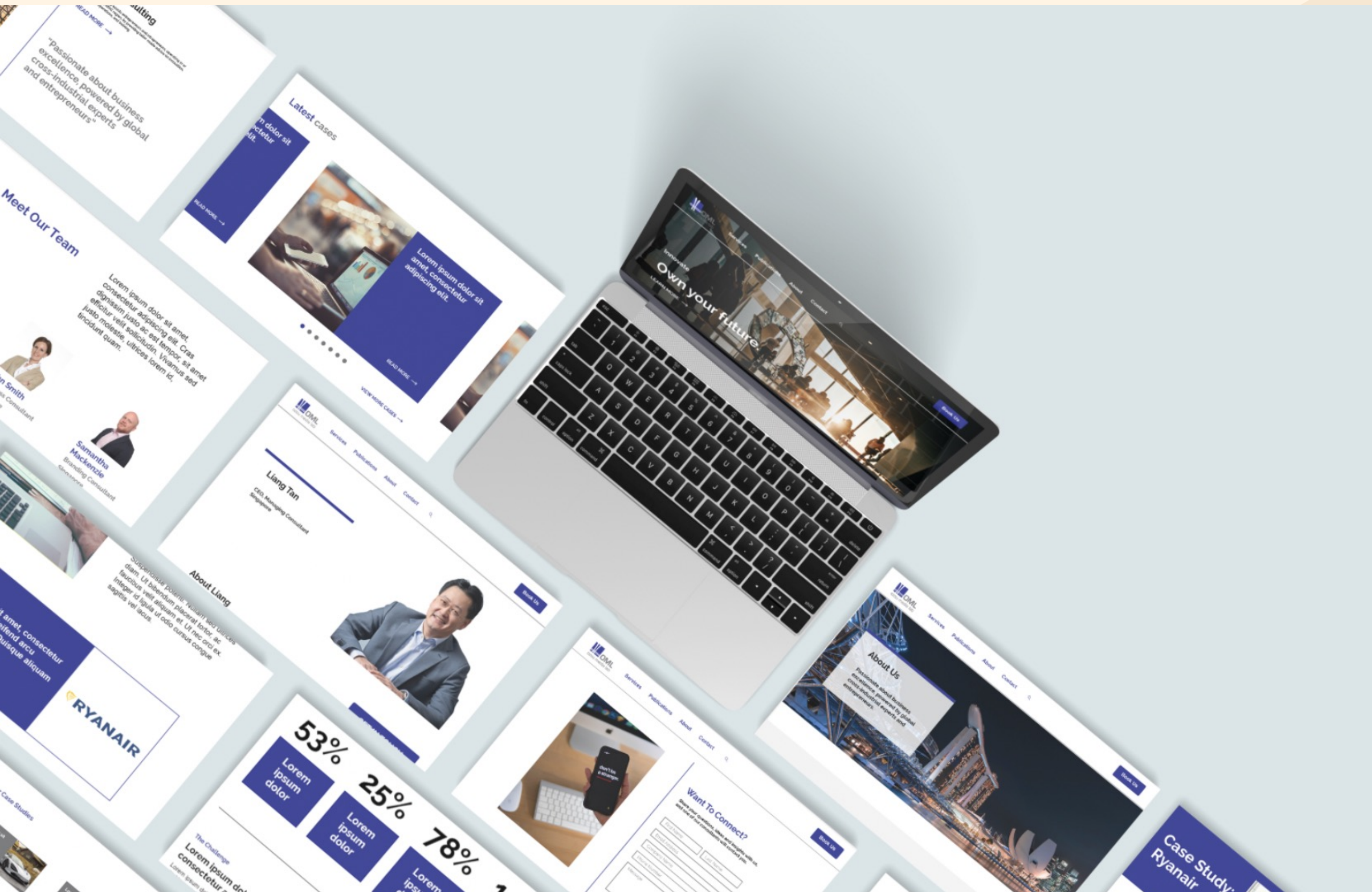
PAST PROJECTS

OML CONSULTING

01

WEB DESIGN + SOCIAL MEDIA + STRATEGY

- Completion of website redesign within a month
- Conducted a digital diagnostic completed with strategic recommendations and Google Ads (Search and Display) proposals.
- Managed social media platforms
- Created content for socials
- Conducted interviews and proofread articles



02

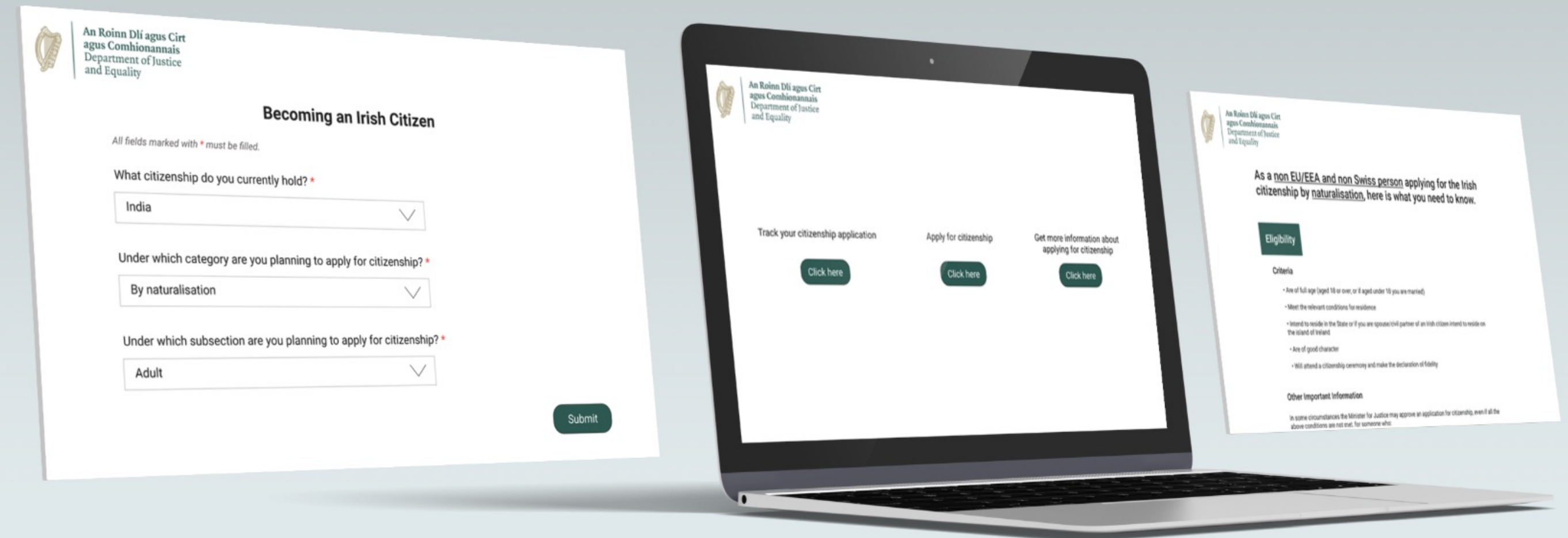
OGCIO – Ireland

Strategy

Worked with the the Office of the Government Chief Information Officer of Ireland (OGCIO) on a school project for my Master's with 4 other teammates. We were selected as one of the three winning presentations.

For this project, we did the following:

- Primary (qualitative interviews) and secondary research
- Established pain points
- Formulated solutions
 - Built a prototype to showcase solutions



ANITA



EEZEE MARKETPLACE : HARDWARE STORE ANNOUNCEMENT SELLERS NEWS



PRODUCT SHOWCASE, TRUSTED BRANDS

4 Genius Ways to Use Glue Tapes in the Office


 Angela Low, 3 years ago 6 min read 2083 

When glue tapes first came out in Singapore, I was really excited to get my hands on it. Being a rather crafty kid, I was always doing art projects and have usually found myself in a sticky situation (no pun intended). Thanks to the existence of glue tapes, my arts and crafts projects have been less messy and more precise.


Although you may probably use glue tapes to stick two pieces of paper together, there are plenty of other functions a glue tape can fulfill as well. That is why I will be sharing with you four creative ways on how you can use glue tapes in the office.

1. Labelling








EEZEE MARKETPLACE : HARDWARE STORE ANNOUNCEMENT SELLERS NEWS



PRODUCT SHOWCASE



Something You May Not Know About Eezee

 Angela Low, 3 years ago 4 min read 2343 



PRODUCT SHOWCASE

The Importance of Investing in Good

 Angela Low, 3 years ago 4 min read 2205 

WRITING + STRATEGY

- Assisted in the development of marketing strategy for Eezee.sg
- Wrote articles for Eezee’s blog
 - Took SEO into consideration
- Proofread and edited content

Samples of past works:

- [4 Genius Ways to Use Glue Tapes in the Office](#)
- [Something You May Not Know About Eezee](#)
- [The Importance of Investing in Good Locks](#)

BEST -Cities 04



GRAPHIC DESIGN + COPYWRITING + PROOFREADING

- Developed and edited case studies
- Designed case studies for their Incredible Impacts programme
- Proofread documents
- Created a Powerpoint template for their board meetings
- Formulated interview questions

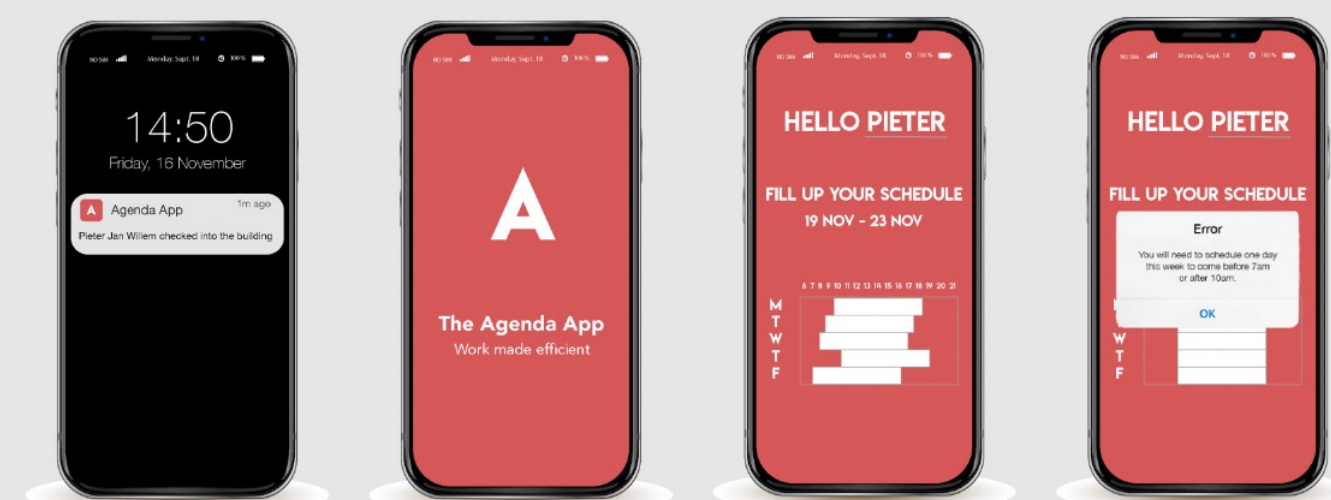


GRAPHIC DESIGN + VIDEO EDITING + STRATEGY

As part of the Honours programme at the University of Amsterdam, my teammates and I worked with the Municipality of Amsterdam to develop solutions to transportation issues faced in Amsterdam.

For this project, we did the following:

- Conducted primary and secondary research
- Developed solutions based on extensive research
 - Created an app mock up
 - Designed posters
 - Produced a video explaining solutions
 - View video [here](#)



THANK *you*

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