

Angela Low

Currently based in Singapore. Willing to relocate. Zoekjaar hoogopgeleiden eligible.

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Personal Summary

As an avid social media user, I know the digital sphere well and what connects well with audiences. With over 7 years of freelance content creation experience and over four years of social media marketing experience at agencies, I am well-equipped with the skills, knowledge, and expertise to conceptualise ideas and strategies to make things tick. I am looking for a position at a fast-paced company that is embracing emerging technologies in their digital marketing strategies and is a trailblazer in this incredibly exciting industry.

Education

MSc Digital Marketing Strategy (2:1), Trinity College Dublin, Ireland

BSc Communication Science with a Minor in Gender and Sexuality studies (Honours, 2:1), University of Amsterdam, the Netherlands

Diploma in Mass Communication (GPA: 3.7/4.0), Ngee Ann Polytechnic, Singapore

Relevant Topics covered to date include: Data Analytics, Digital Marketing Communication, Emerging Trends in Digital Technologies, Digital Design & User Experience, Persuasive Communication, Methods of Communication Research and Statistics, Advanced Advertising, Integrated Marketing Communication, Graphic Communication.

Work Experience

09/16 – Present: **Freelance Content Creator**, International

- Worked with international clients to accelerate their marketing and communication goals
- Produced long-form articles, web content and case studies
- Proofread content and documents
- Devised digital marketing and social media strategies for clients
- Created graphic design and infographics on Adobe Photoshop and Illustrator to meet clients' marketing needs
- Notable clients: Best Cities, Gaining Edge, Eezee.sg, WE4EXPATS

02/23 – Present: **Project Lead and Social Media Manager**, Brew Interactive

- Assisted in developing marketing strategies (organic social content, paid social media, and paid media)
- Planned content calendar and developed content angles; inclusive of trendjacking content
- Leading and motivating a team of creatives to deliver social media assets
- Created a variety of social content inclusive of animated videos, videography, graphic design work
- Assisted with community management implementation and strategies to build a close knit community
- Collaborating with team mates to lead work from research to execution, audience insights, creative development, content creation and production, media planning and optimisation, measurement and reporting
- Keeping abreast with the latest social media trends, from emerging technologies to platform and format changes
- Leading and participating in new business requirements such as brainstorming for new business decks
- Working with team lead to produce branding strategies, recommendations, and digital audits
- Key Achievements:
 - Client A: In a span of 5 months, helped to gain +29.53 new followers, +192.2% ER%, +51.7% engagement, 38.1% impressions on Instagram with no media spend.
 - Client B: In a span of 4 months, we improved impressions by +78.89%, number of engagements by +124.57%, ER by +43.24% on Instagram with no media spend.
 - Client C: In a span of 6 months, helped to achieve +14.16% new followers, +56.13% impressions, +181.29% clicks on LinkedIn

Key Accounts: Nikon Singapore, National University Singapore Business School, National University Health Systems, TotalEnergies ENEOS, Invity, Teleflex

02/22 – 01/23: **Digital Strategist and Account Manager**, In2 Marketing and Consulting

- Assisted in developing marketing strategies (organic social content, paid media, and referrals)
- Planned content calendar and developed content angles; inclusive of trendjacking content
- Leading and motivating a team of executives and creatives to deliver social and digital marketing assets
- Collaborating with team mates to lead work from research to execution, audience insights, creative development, content creation and production, media planning and optimisation, measurement and reporting
- Keeping abreast with the latest social media trends, from emerging technologies to platform and format changes
- Leading and participating in new business requirements such as brainstorming for new business decks and working with the team to identify, nurture pitch and convert leads
- Working with team lead to produce branding strategies, recommendations, and digital audits
- Key Achievements with Client A:
 - Helped to achieve approx +160% reach (each) on Facebook and Instagram in 2 months
 - 6.31% followers increase on IG in just 1 month
 - 12.54% increase in engagement on FB in only 1 month
- Key Accounts: Bangkok Dusit Medical Services, Baskin Robbins, HP Inc, Intel, DecodeHR

06/21 – 02/22: **Social Media Executive**, TBWA\ Singapore

- Liaised and communicated with clients
- Planned content calendar and developed content angles; inclusive of trendjacking content
- Managed timelines and deadlines of team
- Helped with community management of client's social channels
- Helped achieve an average of 128% increase in organic reach
- Have helped increase engagement on LinkedIn posts by 44% since starting
- Have assisted in producing over 250 pieces of content over 5 social media channels since joining
- Notable client: Singapore Tourism Board

07/20 – 01/21: **Digital Marketing Associate**, OML Consulting, Singapore

- Designed web pages for the company's new website using Adobe Photoshop
- Developed engaging content marketing strategies across web and digital channels to support operations
- Managed online and social media communications across multiple platforms (LinkedIn and Medium). Generated awareness and boosted LinkedIn following numbers by 344%
- Developed engaging social and web content (articles, infographics, quotes)

08/19 – 12/19: **Copywriter and Content Management Intern**, Accenture the Netherlands

- Worked under the Blue Tulip Awards' (previously known as Accenture Innovation Awards) team
- Wrote long-form articles focusing on events and innovation
- Wrote press releases and drafted email campaigns
- Created and managed content (captions, images, graphics) for the respective social channels and website
- Enhanced the social media strategy of the company to meet current communication goals
- Took pictures at events and edited them on Photoshop when necessary

Leadership Experience

10/19 – 09/21: **Advisory Council Committee Member**, Study Association Mercurius, University of Amsterdam

07/18 – 09/19: **Secretary and Coordinators of Promotion Committee and Medium Magazine**, Study Association Mercurius, University of Amsterdam

Languages: English (Native), Mandarin (Professional working proficiency), Vietnamese (Limited working proficiency), Dutch (Elementary proficiency), Spanish (Elementary proficiency)