



ALEXIS, SOH SHI YUN

EXPERIENCE

JUL - DEC'19

FLEISHMANHILLARD *DIGITAL & PR*

Implemented and managed digital campaigns, as well as, PR communications for multinational corporations like GoPro, Bose, Novartis, Philips and Make-A-Wish Foundation.

JAN - JUL'19

E1 HOLDINGS PTE. LTD *BUSINESS DEVELOPMENT*

Strengthened local market presence by spearheading various projects and revamping the company's brand image by designing a new website and business cards, amongst others.

MAY - AUG'18

COVETELLA *SOCIAL MEDIA MARKETING*

Managed the company's social media accounts, weekly digital publications (i.e. editorials, EDM), and designing of all marketing collaterals.

APR - JUL'17

THEWYLDSHOP *CONTENT CREATION*

Prepared visual layouts and SEO-optimised articles every week. Also, assisted in product marketing and model shoots.

2016 - 2019

GRASSROOTS (PAYM) *MEDIA & PUBLICITY SECRETARY*

Serving as a Grassroots Leader in the Youth Executive Committee (YEC), I manage social media accounts, organise community events and design banners, shirts, etc for the committee.

EDUCATION

2017 - 2020

NATIONAL UNIVERSITY OF SINGAPORE (NUS)

2015 - 2017

TEMASEK JUNIOR COLLEGE

PROFILE

I am an undergraduate at the National University of Singapore (NUS), majoring in Communications & New Media studies. I've had professional experience in writing, designing and creating new content across various industries. I am a responsible and meticulous hard worker, unafraid of challenges and committed to my work.

SKILLS

Photoshop, Illustrator, InDesign, Dreamweaver, Wacom Intuos, Shopify, MailChimp, WIX.

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