

Nicholas Michael

DIGITAL MARKETER

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SUMMARY

Passionate Digital Marketer with 8 years of valuable experience in Traditional and Digital Marketing. Excellent at combining advertising with promotional deals to enhance buyer incentives. Committed to working with marketing and sales departments to create enticing promotions.



EXPERIENCE

Product Manager

Mono Health Group Singapore *Nov 2017 - Oct 2018*

- Responsible for executing marketing campaigns for the products on all platforms (DM/eDM/SMS/website).
- Crafting of leads requirement, leads generation and verification for various campaigns and other business objectives. Verification of campaign qualifiers.
- Liaise with partners for collaborations and other partnerships, eg. AXS.
- Daily management of the above products' applications including processing, approving of applications or any amendments to campaign mechanics.
- Work with CBS and MAS for the handling of cases.
- Adhere to administrative and documentation processes in compliance with bank's policies & procedures.
- Collate weekly / monthly report and analysis for various business objectives.
- Attend to both customer enquiries / complaints and provide adequate resolutions efficiently.

PR & Communications Executive

JKWAY NewYork *Jan 2017 - Jul 2017*

- Build and sustain a strong corporate brand visibility, reputation and oversee corporate branding on all platforms.
- Develop and implement creative public relations / communications initiatives to deliver engaging and influential campaigns utilizing both traditional, social and digital media.
- Content development for all media channels including but not limited to press releases, corporate and marketing collaterals etc.
- Manage contents on website / social media / mobile to ensure timely updates.



SKILLS

MS Office	●●●●●
CMS	●●●●●
Social Media	●●●●●
Interpersonal Skills	●●●●●
Communications	●●●●●
Detail Oriented	●●●●●
Campaign Manager	●●●●●
Social Media	●●●●●
Design Skills	●●●●●
CRM	●●●●●
Brainstorm	●●●●●
Team Spirit	●●●●●



EDUCATION

Masters of Business Administration (Marketing)
University of California, Los Angeles *Jun 2002 - Aug 2003*

Bachelor of Commerce
Purdue University *Jan 1992 - Dec 1994*



ACHIEVEMENTS

Best SMS campaign
Total retail sales from card payment over the 3-day campaign = more than \$550,000.

Stellar Performer 2020
Awarded stellar performer for my marketing skills.



PROJECTS

- Execute media relations plans to generate positive media coverage for company and brands across all media and assist in issues and crisis management when necessary.
- Design visuals and collaterals with fast turnaround from concept to completion.
- Execute CSR projects, media monitoring and social media management.

Corporate Communications Executive

AT&T California *Jan 2015 - Jun 2015*

- Identify, develop and execute communications strategies for key media contacts and customer references.
- Create company literature and communication collaterals in print and electronics for both local and oversea offices.
- Copywriting, proofread and revise communications.
- Implement and launch marketing campaigns.
- Liaise with all parties in implementation of duties (i.e. Production House, Online Media Agency and Corporate Gifts).
- Maintain and update company website content and social media (Facebook, Google Business, LinkedIn, etc).
- Research media coverage and industry trends. Conduct extensive media outreach.

Assistant Marketing Manager

James & Co LLC *Oct 2010 - Aug 2013*

- Responsible for developing and maintaining marketing strategies to meet agreed company objectives and within budget.
- Strategize all marketing activities for the 5 different F&B outlets in all platforms, traditional / digital / mobile.
- Responsible for the marketing of company products and services to the right market through all medium including social, digital, traditional etc.
- Oversees marketing aspect from conceptualization to execution to evaluation of campaign success.
- Demonstrate technical marketing skills and company product knowledge.
- Analyze and evaluate customer research, market conditions, competitor data, marketing campaigns and implement marketing plan alterations as needed.

Mono Health

Social Media Manager

Mono Health - Taking care of all social media accounts. Handling social media advertisement for a health products.

ABC Fitness Products

Project Manager

Responsible for digital marketing for the Fitness products

JK Travlers

Copywriter

Copywriting for magazine advertisements.



PASSION

Traveling
Photography
Sea Sports
Music making
Animal Lover / Advocate
Art
Movies
Design
Nature
Eating



REFERAL

Will provide upon request