

Lee Zhi Ying

leezhiying.wixsite.com/works
linkedin.com/in/leezhiying
leezhiying21@gmail.com
+65 94371502

I am an aspiring media analyst with a keen interest in the cohesion of technology and data-driven insights to make informed decisions that drive business decisions.

Skills

Marketing

Digital Marketing / Product Marketing / Media Analytics / Market Research / Programmatic Marketing / Performance Marketing

Software

Microsoft Office Suite (Word, PowerPoint, Excel) / Adobe Creative Suite (XD, Photoshop, Illustrator, After Effects, Premiere Pro) / Google Analytics / Canva / Figma (UI/UX) / SproutSocial

Programming

Basic HTML & CSS / Basic Python / Basic Javascript

Soft Skills

Communication / Planning / Desire to learn / Adaptable

Languages

Native English / Native Chinese / Basic Japanese

Education

Nanyang Technological University 2021 - 2025 (Expected)

- Bachelor of Communication Studies (Hons)
- President Research Scholar

Ngee Ann Polytechnic 2018 - 2021

- Diploma with Merit in Mass Communication
- CGPA: 3.89/4.00
- Director's List (AY18-21)
- Ngee Ann Scholarship

Achievements

2023 - Present

IMDA Singapore Digital Scholarship

Work Experience

Marketing and Outreach Intern

May 2023 - Aug 2023

Open Government Products

- Performed targeted A/B testing and extrapolated insights from the results, leading to improvements in click-through-rates of social media posts across company by 500% and optimising ad spend by 20%.
- Grew social media engagement rate of company on LinkedIn and Instagram by an average of 8% in 3 months.
- Led exploration of marketing technologies through in-depth research to optimise company workflows.
- Utilised social listening tools to gather real-time consumer insights and perform sentiment analysis.
- Spearheaded and implemented initiatives for university outreach and Whole-of-Government hiring, establishing strategic partnerships with educational institutions and government agencies.
- Generated comprehensive monthly reports on social media analytics and marketing performance.

Marketing Intern

Nov 2022 - Jan 2023

Cupboard Creative

- Designed posts and website collaterals for clients' social media and e-commerce platforms to boost engagement.
- Proposed campaign and lead generation ideas for potential project and clients, such as GyroYoga, UOB, and Crystal Tomato.
- Conceptualised, filmed, and edited video reels for clients' social media.

Content Producer Intern

Sep 2020 - Feb 2021

8traordinary

- Conducted market research to pinpoint market opportunities and develop actionable insights that support decision making for various client projects, increasing ROI by at least 25%.
- Wrote blogposts using high volume SEO keywords relevant to marketing trends on the company's website, increasing organic traffic to the company's website by 60%.
- Designed key visuals and crafted copies for the company's website, social media accounts and its key clients, resulting in a minimum increase of 10% in ROI.
- Develop and implement digital marketing campaigns and pitched proposals to various clients.

Marketing Intern

Feb - Apr 2020

Golden Village

- Conceptualised and pitched revamp of Golden Village's website
- Wrote copies and produced design work for several promotional campaigns that were featured on Golden Village's main website, social media, and cinema locations, leading to an increased social media engagement by 73%.
- Directed and co-edited two significant video projects as part of crisis management during the Covid-19 outbreak, resulting in 47% increase of GV's Covid-19 risk management efforts within a month.