

REBECCA TAN

WORK EXPERIENCES

NAGA DDB TRIBAL

01/2024 - Present

Senior Social Media Executive

Account currently managing:

PRUDENTIAL ASSURANCE MALAYSIA BERHAD

- Act as the primary point of contact for clients, understanding their objectives, and developing tailored social media strategies to meet their needs.
- Develop comprehensive content strategies encompassing various platforms such as Facebook, Instagram and LinkedIn
- Oversee the creation of high-quality, engaging content including but not limited to text, images, videos, and infographics.
- Ensure content adheres to brand guidelines, tone of voice, and style while maintaining consistency across all channels.
- Coordinate with internal teams and clients to ensure timely delivery and alignment of content schedules
- Act as the director, scriptwriter & talent manager for all of the shoot, making sure the shoot aligns with client's expectation.

Achievements:

- Successfully increased client satisfaction scores by 50% through proactive communication and strategic recommendations.

ASTRO MALAYSIA

- Lead the Chinese New Year campaign, directing the team and overseeing the production of content, including managing the shoot process.
- Act as the primary point of contact for the client and editing teams, ensuring that all deliverables are met within deadlines and aligned with client expectations.
- Supervise the creative direction and ensure the campaign resonates with the target audience while maintaining brand consistency.
- Work collaboratively with cross-functional teams to ensure all aspects of the campaign are executed smoothly.

Additional Responsibilities:

- Contribute as a talent for other key accounts such as Genting and KFC Malaysia, providing strategic insight and supporting content development.



ABOUT ME

Diligent & independent senior social media executive with 5+ years of experience since my university days. Currently, in a award winning marketing agency, proficient in driving engagement and brand visibility through innovative content creation and strategic planning.

CONTACT

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PJ

<https://www.linkedin.com/in/xiao-miau-tan/>

EDUCATION

08/2017 - 05/2022

**Southern New Hampshire
University**

Bachelor in Mental Health Psychology
(4+0) Southern New Hampshire
University in Collaboration with INTI
Internation College Subang
CGPA: 3.36/4.00

HARD SKILLS

- CRM - Hubspot
- CMS - Wordpress
- SEO
- Copywriting
- Email Marketing
- Google Analytics
- Ahrefs (SEO Tool)
- Keyword Researching

SOFT SKILLS

- Communication
- Interpersonal skills
- Creativity
- Problem-Solving
- Critical Thinking
- Time Management
- Teamwork
- Stress management
- Client Servicing

Aonic (Formerly Poladrone)

03/2023 - 01/2024

Digital Marketing Executive

- Handling 3 brands: DJI Enterprise, Mist Drone (B2B) & Narwal (B2C) in Media Buying, Content Creation & Event Planning
- Implemented SEO strategies across various digital platforms, resulting in significant improvements in Google search rankings.
- Restrategize & develop new ads to increase overall leads conversion
- Strategically devised and executed social media plans for platforms including Instagram, TikTok, XHS (XiaoHongShu), and Facebook.
- Demonstrated ability to wear multiple hats, seamlessly transitioning between content planning, production, and acting roles

Achievements:

- Achieved a remarkable 100% increase in lead generation within a single month.
- Doubled organic website traffic through effective SEO optimization efforts.

Easy Eat Ai Sdn. Bhd.

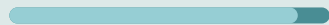
06/2022 - 03/2023

Digital Marketing Executive

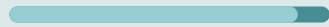
- Crafted creative advertisements and consistently enhanced successful ad campaigns to maximize brand visibility and engagement.
- Collaborated with content team to bring in organic leads on social media platforms (Tiktok, Instagram, Linkedin and Facebook)
- Diligently tracked key performance indicators (KPIs), providing actionable insights to fine-tune social media strategies and boost brand performance.
- Strategically implemented SEO tactics, meticulously analyzing relevant keywords to optimize copywriting efforts across all digital platforms.
- Proactively researched and monitored emerging social media trends, staying ahead of the curve in a dynamic digital landscape.

LANGUAGES

Mandarin



English



Bahasa Melayu



Thai



REFERENCE

Name: Nabiha Baharom

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Name: Raid Muzakir

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VOLUNTEERING

White Water Summer Camp (NGO)

04/2022 - 06/2023

Head of Social Media (HOD)

- Led a social media marketing team, orchestrating the creation of highly relevant and engaging content tailored to the target audience.
- Spearheaded the development of a comprehensive content calendar, streamlining content planning and ensuring strategic alignment with organizational goals.
- Collaborated seamlessly with various departments, providing valuable assistance in content scheduling, posting, and cross-functional coordination to optimize content distribution.