



# Geraldine Ong Yuen Jean

## MARKETING SPECIALIST (DIGITAL) FREELANCE COMMERCIAL TALENT

Passionate about helping businesses and individuals build their brand and tell their story through strategic digital marketing. I have honed my skills in creating compelling content and developing effective marketing strategies that drive results. I have honed my skills in SEO, social media advertising, email marketing, and creating compelling content to develop effective marketing strategies that drive results.

I excel at collaborating with other personnel or cross-functional teams and delivering projects on time and within budget. Whether it's to deal or build relationships with key influencers, I am committed to helping my clients achieve their goals. My experience as a photo and video shoot coordinator has given me the skills to manage complex projects and ensure that every detail is taken care of. I know what it takes to deliver high-quality content on time and on budget. I am confident that my skills and experience make me a valuable asset to organisations seeking to grow their digital footprint.

### GET IN TOUCH



+6016-3223325



go3088@gmail.com



Petaling Jaya, Selangor

### WORK EXPERIENCE

#### MYASSIST (MYEG BRANCH CAR SERVICE ASSISTANCE | NOV 2018- MAY 2023

##### CONTENT CREATOR

- Plan & execute monthly contents for social media
- Blast EDM to internal employees (MYEG)
- Coordinate with graphic designers for artwork direction

#### LAJUNG CLINIC | NOV 2018 - MAY 2023

##### DIGITAL MARKETER

- Align with external marketing agency to optimize social contents, performances & result
- Campaign planning and paid ads creation
- Content writing for official website and blogpost related to aesthetics
- SEO performance- to optimize La Jung's monthly web rankings and traffic performance

#### VOGUE LOUNGE | MAY 2019 - MAY 2023

##### PROJECT HANDLER

- In charge of the restaurant's launching by strategising online digital presence and coordinate with brand owner (VOGUE Condé Nast)
- Conduct monthly projects for online/offline campaigns and events - photoshoots, fashion show, DJ events

#### ZEN CLINIC | SEPTEMBER 2022 - MAY 2023

##### DIGITAL MARKETER

- Plan & execute monthly contents for social media and promotion artwork
- Campaign planning and paid ads creation
- Talent acquisition & management for content campaign promotion and content photo/video shoots
- Conduct monthly projects for digital /offline campaigns

ASTRA ZENECA | SEPTEMBER 2023 -  
DECEMBER 2023

MEDICAL REPRESENTATIVE

- Organizing appointments and meetings with community and clinic-based healthcare staff
- Demonstrating or presenting products to healthcare staff
- Negotiating contracts to ensure stock orders and deliveries

CELMONZE | JANUARY 2024 -  
PRESENT

SENIOR MARKETER

- Portfolio Management: Handle marketing strategies for 9 outlets, supporting both franchise growth and brand expansion across Singapore regions.
- Strategic Collaborations & Franchisee Support : Work closely with external partners such as magazines, influencers, and KOCs/KOLs to maximize brand exposure and generate interest.

EDUCATION

UNIVERSITY OF WEST ENGLAND

SEPT 2017-2018

BA (HONS) BUSINESS MANAGEMENT  
WITH MARKETING

Classification: Second-upper Division

TAYLOR'S UNIVERSITY

Aug 2014-2015

FOUNDATION IN BUSINESS

CGPA: 3.57

Aug 2015-2017

BA (HONS) INTERNATIONAL  
BUSINESS AND MARKETING

CGPA: 3.62

ACHIEVEMENTS

2017-2018

- DM BRISTOL SUGARFREE CAMPAIGN PROPOSAL PARTICIPANT
- GOOGLE ADWORDS CERTIFICATE

2014-2017

- FUTURE BUSINESS LEADER TAYLOR SCHOLAR PROGRAM
- ENGLISH CHILDREN EBOOK
- Freshmart csr project
- Project 57 community service
- TAYLOR BUSINESS SCHOOL DEANS LIST

2012

- Young EntREpreneur CLUB

SKILLS

MARKETING SKILLS

- Campaign Marketing
- Social Media Marketing
- Performance Marketing
- Website CMS Management
- EDM Newsletter
- Talent Management
- Production Management
- Event Coordination
- Marketing Analytics
- Franchisee & Brand Partnership Development

COMPUTER SKILLS

- Google Analytics
- Facebook Advert Manager
- Google & Microsoft Office Tools
- Wordpress Website Management
- MailChimp

PERSONAL SKILLS

- Independent Self-learner
- Teamplayer
- Time Management
- Language Skills: English, Chinese, Malay, Hokkien, Cantonese

MY REFERRALS

BENNY KOK

DIGITAL MARKETING  
MANAGER


MYEG SDN BHD

+6012-9522542

# MY PORTFOLIOS

## CONTENT MARKETING

Content planning for social media, and artwork direction for multiple brands



A promotional poster for Vogue Lounge Models Night. It features a woman in a light-colored, form-fitting dress posing in a modern, dimly lit lounge setting. The text 'VOGUE Lounge' is at the top in a stylized font, and 'MODELS NIGHT EVERY TUESDAY 8PM' is at the bottom.

**vogueloungekl**  
Vogue Lounge KL

**vogueloungekl** Vogue Lounge's Models Night every Tuesday at 8PM. Take amazing instagrammable photos on our LED runway and ultra-chic powder room, don't forget to tag us in your post at @vogueloungekl.

Wednesday is all about the gentlemen at Vogue Lounge, join us at 8PM for Male Models Night. Make your reservations now via link on our bio. See you soon.  
#ModelsNight #Fashion #VogueLounge

77 w


**notsaffyyyyy** @emxmae if i was in msia i would hv asked u to go "model" w me 🤔

77 w 1 like Reply ...

View replies (1)

106 likes  
SEPTEMBER 28, 2021

Add a comment... Post



A video featuring Francisca Luhong James, Miss Universe Malaysia 2020. She is standing in front of a modern building with a glass facade. The text 'Francisca Luhong James Miss Universe Malaysia 2020' is overlaid on the video. Below the video, it says 'Hi, my name is Francisca Luhong James'.

**lajung.malaysia**

**lajung.malaysia** Behind every beautiful, glowing face you see, there's usually a personal skin struggle not visible to many.

Find out how La Jung Clinic helped to solve our beauty queen Francisca Luhong James, Miss Universe Malaysia 2020's skin woes, and enhanced her natural beauty to rival the WORLD at the Miss Universe competition!

Treatments done:  
Mesotherapy - One of the fastest way to improve overall skin quality.  
Laser toning - Evens out skin tone, reduces pigmentations, helps boost collagen production in the skin.


98 w

**diskeant** 🔥

97 w Reply

**mypageantry** 🤔🤔🤔🤔🤔🤔

2,596 views



A video featuring Dr. Nicholas Lim at Zen Clinic. He is a man in a blue suit, and a woman is standing next to him. The text 'and the key to achieve this balance throughout life is' is overlaid on the video.

**zenclinic.kl**  
Original audio

**zenclinic.kl** Achieve total facial harmony with Dr. Nicholas Lim

At Zen Clinic, our Medical Director, Dr. Nicholas Lim, is dedicated to helping you achieve your holistic beauty and wellness goals. He prioritises "ideal proportion" through "Facial Harmony," a proven approach to help you achieve natural beauty that radiates from within and enhances one's confidence level. ✨

With Dr. Nicholas's meticulous attention to details and understanding of the golden ratio proportions, combined with his artistic sense of natural beauty and professional technical skills, your individualised beauty perfection can be easily achieved! 📏

Interested in finding out more? Tune in to the video as Dr. Nicholas explains to you the PHILOSOPHY behind his aesthetic methods. To start your journey towards achieving the ideal you, book a consultation with Dr. Nicholas today!

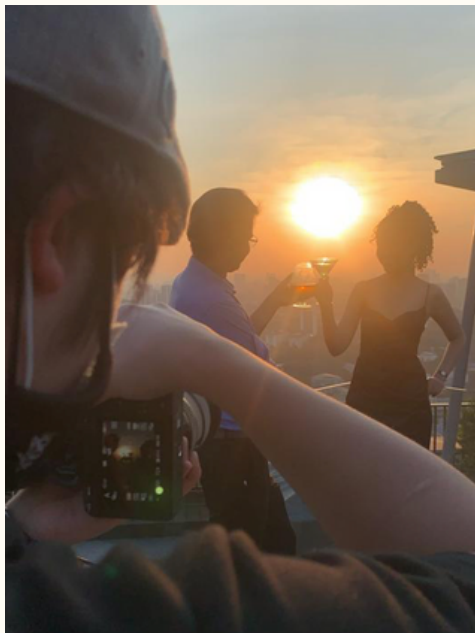
Liked by **terry\_fei** and 63 others

## FREELANCE MODELING



## PRODUCTION MANAGEMENT

Supervise offline productions for photoshoot and video shoot



# CHINESE & ENGLISH COPYWRITING

## Marketing Materials / Email / Content / Product Description



## SEO OPTIMIZATION

