

# LIM CHIA WEI

## Content Marketer

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### Lim Chia Wei

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### Profile

Enterprise Singapore scholar currently pursuing a degree in Public Policy & Global Affairs. Advertising and PR diploma graduate. A meticulous individual who is proactive in learning and applying skills in the media landscape. Able to do strategic planning for advertisements and branding. Can be relied on for any media related needs such as content marketing or design works.

#### Core competencies include:

Strategic Media Planning | Client Liaison | Corporate Reputation Management | Marketing Research | Content Marketing

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### Education

#### Nanyang Technological University / BSocSci (Hons) in Public Policy and Global Affairs

AUGUST 2023 - AUGUST 2026

- Enterprise SG Global Executive Scholar for university studies

#### Ngee Ann Polytechnic / Advertising and Public Relations Diploma

APRIL 2018 - APRIL 2021

- Recipient of China Readiness Programme Scholarship.

- Recipient of the Global Entrepreneurship Innovation Programme(GEIP) Award

- EXCO member of Bboys club (Arts CCA) and Agents (Faculty Ambassadorial CCA).

#### School of Science and Technology, Singapore / O-Level's

JANUARY 2013 - NOVEMBER 2017

Minored in fundamentals of electronics. EXCO member of the Athletics club (Sports CCA) and student librarian. Helped establish a community for frisbee interest group. Invited back to help with NIC 10th anniversary collaboration project as photographer and designer. Vice captain of Green House, in charge of planning events such as sports day and student morale.

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### Skills and Capabilities

Proficient in

- Adobe Creative Suite: Lightroom | Premiere Pro | Photoshop | Illustrator | Dreamweaver
- Keynote | Microsoft Powerpoint | Google Slides | SparkAR
- Ahrefs | Wordpress CMS | SEO

Presentation skills | Flexibility and adaptability | Judgement and decision making | Organisational skills

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## Professional Experience

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### Singapore Armed Forces/ Media Staff at HQ SAF Ammunition Command

JANUARY 2023 - AUGUST 2023

- Media Team for NDP23 fireworks committee
- Editor CSSCOM Workplan 23/24 video
- Editor of CO GSAB COC video

### Singapore Armed Forces/ Media Staff & Trainer at School of Ammunition, SAF Ammunition Command

NOVEMBER 2021 - JANUARY 2023

- Media Team for NDP22 fireworks committee
- Editor of SAFAC We-Rally 22/23 video
- Editor of SAFAC recruitment video

### Enterprise Singapore/ Logistics Intern

JUNE 2021 - AUG 2021

- Aided in developing a new vertical
- Engaged with various logistics stakeholders

### Freelance Marketer

MAY 2021 - PRESENT

- Plan for social media strategy
- Design creative collaterals and manage social media
- Video editing

#### Clients include:

- Aspiring Property Investors by Justin Kong
- ATO Partners

### BUZK / Co-founder

DECEMBER 2020 - PRESENT

Start-up design agency doing social media designs, strategic planning and branding. We charge on a monthly subscription basis tailored to individual needs.

#### Clients include:

- Sanctband Singapore
- Aspiring Property Investors
- Antz Latex Pte Ltd
- Junior Adventures
- Ngee Ann Polytechnic

### Icebar / Marketing Head

SEPTEMBER 2020 - MAY 2021

Planned and executed Icebar marketing campaigns.

- Designed 30 collaterals
- Launched organic influencer campaign and reached out to media
- Grew and established social media followers by 766 followers (+12,000%)
- Planned product marketing and development to diversify product offerings

- Designed and launched SEO ready website for more presence

#### **Efforts brought about**

- An average 400% increase in revenue
- Fast paced increase in followers (average 5/day) leading to 1000+, high engagement rate of 7% when compared to competitors averaging at 3%.
- 10 media mentions
- 66.5k organic impressions from influencer campaigns (415% ROI)
- Organic media shares totalling up to 4k from 2 coverage

#### **Sohoapp / Marketing Intern**

SEPT 2020 - FEB 2021

Developed and headed content strategy to diversify company web content.

- Self written over 15 articles
- Managed 88 articles and optimised for SEO
- Planned and executed SERP optimisation campaign
- On-boarded 7 new content partners and manage 25 partners

#### **Efforts brought about**

- 308% increase in traffic on articles site (3.7k to 11.6k)
- 1 week of data shows average of 5 positions improvement in SERP

#### **Huawei / Retail Sales Consultant**

MARCH 2020 - SEPT 2020

Created a brand experience through building rapport with customers. Boosted sales through product education and troubleshooting.

**Efforts brought in** at least 90 product sales with revenue of at least \$100,000.

#### **Google / Retail Sales Consultant**

NOVEMBER 2018 - MARCH 2020

Spread awareness of the "Google Experience". One of the pioneer batch of promoters for Google, contributed to the framework for retail practice.

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## Achievements

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### **Enterprise Singapore Global Executive Scholarship (Local)**

AUGUST 2021

### **Diploma in Advertising and Public Relations (Ngee Ann Polytechnic)**

MAY 2021

### **Crowbar Challenge 2nd runner up**

OCTOBER 2019

48HR tertiary advertising challenge with 2020 theme of mongrels.

### **TAOBAO Online Experiential Learning**

SEPTEMBER 2019

1-DAY course on Taobao, e-commerce teachings as well as customer segmentations.

### **China Readiness Programme**

JANUARY 2019

Interdisciplinary Studies trip to learn about Chinese businesses operations and culture.

### **Jenesys Japan Short Film Competition**

NOVEMBER 2018

Represented Singapore at ASEAN short film competition hosted by Japan.