Contact

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Education

2022-Present
Bachelor in Counselling
Singapore University of Social Sciences

2018-2021
Diploma in Media Production and Design
Republic Polytechnic

Skills

- Adobe Creative Suite
- Photography
- Video Production
- Multi-Channel Marketing
- Visual Design
- Project Management
- Fundraising Campaigns
- Copywriting

Language

English

Mandarin

Bahasa Indonesia

CELINE SARAH LIM

Marketing Executive

Purposeful Marketing Executive with a diverse skill set, adept at Adobe Creative Suite, Photography, Video Production and Graphic Design. Experienced in conceptualising fundraising campaigns, digital and event marketing, brand identity, annual reports, and event management. Seeking opportunities to collaborate with like-minded organisation to effectively tell impactful stories.

Experience

Communications Executive March 2024 - Present
Children's Aid Society

- Responsible for overseeing corporate collateral adherence to CAS brand guidelines, crafting and reviewing diverse corporate communications, and curating CAS' digital e-newsletter.
- Produced, designed, and curated content for CAS' digital e-newsletter. Developed and designed collaterals and mailers, both digital and traditional, for various projects and events.
- Managed strategic messaging across social media, coordinated digital campaigns, and cultivated relationships with media partners.
- Also engaged in donor relations, assisting in fundraising events, attracting potential donors, and overseeing communications for fundraising initiatives.

Marketing Executive March 2022 - March 2024
CampusImpact

- Independently strategised and executed publicity efforts for volunteer recruitment, service user acquisition, donation campaigns and outreach events on social media, newsletter and physical events.
- Adept at developing both print and digital media campaigns, generating creative advertising ideas, and operationalising plans to enhance awareness of CampusImpact and its initiatives.
- Effectively built trust among stakeholders and drove impactful marketing strategies for CampusImpact.
- Identified emerging marketing trends, analysing diverse audience segments, and implementing targeted outreach strategies.
- Regularly updated social media platforms with content that I created, and took charge of editorial responsibilities for communication materials such as brochures, website content, and annual reports.
- Artfully crafted and conceptualised a distinctive brand and visually compelling identity for CampusImpact.
- Conceptualised and managed a fundraising event alongside the executive director and management team, and independently created event collaterals such as invites, backdrops, campaign video, and graphics, demonstrating a commitment to fostering financial support for the organization.

Visual & MarComm Executive April 2021 - March 2022
LiquiMoly

- Developed and implemented quarterly social media content and advertising strategies with the goal of boosting sales.
- Adept at collaborating closely with sales teams to develop and implement marketing materials including signboards, wallpaper, posters, graphics and videos aligned with corporate branding guidelines.
- Proven track record of supporting marketing campaigns, from conceptualisation to completion, with a focus on tradeshows and external stakeholder engagement.
- Skilled in liaising and negotiating with printers and external vendors to ensure timely production and delivery.
- Proficient in handling ad-hoc administrative and operational marketing duties.
- Committed to enhancing brand visibility and contributing to overall business success.
- Administered inventory operations on an e-commerce platform, including item issuance, stocktaking, and packing.

Assistant Producer (Internship) March 2020 - August 2020
Eunice Olsen Media

- Proficient in handling a diverse range of responsibilities, including administration, research, project management, marketing, planning, and coordination of shoots.
- Demonstrated ability to actively participate in the entire project lifecycle, from meticulous pre-production planning to the seamless execution of shoots.
- Skilled in distilling information for post-production editing, ensuring the successful delivery of high quality projects.
- Adept at multitasking and maintaining a keen eye for detail in fast-paced environments.
- Meticulously orchestrated and executed the comprehensive setup for a photo or video shoot, ensuring optimal conditions for capturing compelling visuals.
- Proven commitment to contributing to project success through effective collaboration and efficient task execution.

Reference

Available Upon Request.