



## 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
- Digital Marketing, SEO/SEM
- Visual Design
- Project Management
- Fundraising Campaigns
- Event Management

## 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

### Marketing Executive March 2022 - Present CampusImpact | 151 Yishun Street 11, #01-26

- 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 fundraising events 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 | 3 Kim Chuan Ln, #04-01/02 Goodland Group Building

- 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.

### Part-Time Waitress August 2020 - February 2021 SBKD Korean Tofu House | Millenia Walk

- Delivering a positive and memorable dining experience for patrons through attentive and friendly service.
- Skilled in accurately taking and managing customer orders, offering menu recommendations, and ensuring timely delivery of food and beverages.
- Strong multitasking skills and the ability to work collaboratively with kitchen staff to ensure smooth restaurant operations.
- Committed to upholding high standards of customer satisfaction and contributing to the overall success of the establishment.

### Assistant Producer (Internship) March 2020 - August 2020 Eunice Olsen Media | 38 Jalan Pemimpin, #04-05

- 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.