

JAZ MIN KEL LY ⚡ SIX

SKILLS

Language

English, Mandarin, Cantonese

Computer

Microsoft Office Suite

Adobe Creative Suite

Google – Analytics, Adwords

Hootsuite

Popular Chips

Socialbakers

Klout

Facebook Marketing

CMS – Drupal/WordPress

CERTIFICATION

Essentials of Digital Marketing

General Assembly x L'Oreal

EDUCATION

MA, Mass Communication

Nanyang Technological University

BA (Hons) Advertising Design

LASALLE College of the Arts

Dip. in Communication Design

LASALLE College of the Arts

GCE O-Levels

CHIJ St. Theresa's Convent

www.jazminkellysix.com

EXPERIENCE

Social Media Manager (SG & MY) • Sep 18 to present

Crabtree & Evelyn (S) Pte Ltd

- Responsible for setting social strategy and goals, multi-channel content creation and delivery, community growth and KOL engagement, to increase brand experience, participation and monetisation in both markets.
- Overachieved Nov 18 Singles Day sales target by 326% (SG) and 369% (MY) through paid social, EDM and organic search and social efforts.

Head of Digital & Content • Jan 18 to Aug 18

Tuber Productions Pte Ltd

- Responsible for spearheading internal and clients' digital transformation projects, including websites and social channels, to support short- and long-term marketing initiatives.

Social & Content, Digital Manager • May 17 to Dec 17

L'Oreal Singapore Pte Ltd

- Responsible for setting and executing content and influencer strategy for NYX Professional Makeup, Maybelline Singapore and L'Oreal Paris Makeup. Scope includes eventing, website and e-Commerce content, social channels, and PR for media and KOL.
- (NYX) Achieved 40% QoQ increase in social buzz for Q2, landing at #3 for total beauty and #2 for mass beauty categories. Also increased IG followers by 312% (vs LY) and FB followers by 729% (vs LY).
- (Maybelline) Achieved +1133% in social buzz for Dec 17 Gigi Hadid launch and landed at #1 for total beauty and mass beauty categories.

Editor (JUICE Singapore) • Jul 13 to Apr 17

JUICE Media Pte Ltd

- Responsible for content direction and strategy across print, digital and social platforms, including editorial calendars, production timelines and budgets. Also worked hand-in-hand with the Marketing team for sales pitches, events and partnerships.
- Worked on regional campaigns for ZoukOut and Laneway with the JUICE Malaysia and Indonesia teams, covering print editorials, social content and local on-ground activations.
- Team manager of seven editorial staff.
- Increased FB followers by 243% (vs LY) in 2015. Achieved 'Youth Magazine of the Year' title in 2013; and <43K reach, 13K likes, >30K shares, and <900 comments in highest performing organic FB post.
- Maintained long-term partnerships with notable clients such as Zouk, Ce La Vi, Laneway Singapore, Inditex, Dr Martens and Heineken.



Teaching Assistant • Jan 13 to Apr 13 (maternity cover)

LASALLE College of the Arts

- Responsible for facilitating classes for the BA- and Diploma-level students, co-grading theses and pastoral care.

Editor (Catalog Magazine) • Mar 12 to Dec 12

Tuber Productions Pte Ltd

- Responsible for content direction and strategy across print, digital and social platforms, including editorial calendars, production timelines and budgets. Also worked hand-in-hand with the Marketing team for sales pitches, events and partnerships.
- Team manager of five editorial staff.
- Propelled HTC client to #1 in social buzz for May 12 with our collaborative issue, created via the HTC One X with a team of local creative personalities.

Assistant Editor • Dec 10 to Mar 12

Key Editions Pte Ltd

- Responsible for content direction and strategy across print, digital and social platforms, including editorial calendars, production timelines and budgets. Also worked hand-in-hand with the Marketing team for sales pitches, events and partnerships.
- Team manager of four editorial staff.
- Achieved 'Best Front Cover – Consumer' MPAS award in 2012, and 'Youth Magazine of the Year' in 2011.

Journalist • Jun 09 to Dec 10

SPH Magazines Pte Ltd

- Responsible for the lifestyle beat including sourcing news leads for monthly features, photoshoots and networking at industry events.

Copywriter • Oct 06 to Jun 09

Singapore Press Holdings Limited

- Responsible for producing ad copy for all creative buys across the SPH stable of newspapers such as The Straits Times and Business Times.

Creative Intern • Apr 06 to Jun 06

DDB

- Won one of six coveted spots in the DDB Apprentice programme in a tertiary-level competition and scored a three-month internship. Rotated between the creative, account servicing and production teams.