

PAMELA SOON

pamelasoonyh@gmail.com
+65 96585043
pamelasyh.com

EDUCATION

FirstCom Academy | March 2024
WSG SEO Basic Techniques

Vertical Institute | Jul - Aug 2023
User Experience Design Bootcamp

RMIT University | 2019-2020
Bachelor of Communication
(Professional Communication)

Temasek Polytechnic | 2013-2016
Diploma in Visual Communication
(Branding Major)

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe InDesign
Adobe Premiere Pro
Adobe XD
Figma
Microsoft Office

LANGUAGES

English, Mandarin
(Written & conversational)

KEY STRENGTHS

Well-motivated individual who is meticulous, independent and responsible.

Efficient, can keep up with deadlines with good time management.

WORK EXPERIENCE

CAPITAL MARKETING (S) PTE LTD

Assistant Manager (Marketing & Design) | April 2024 - Present

- Led marketing efforts for Kadeka, including campaign conceptualization, content creation (design, copywriting), and social media ad management for new product launches and mega-campaigns.
- Increased brand awareness and engagement by managing social media platforms and fostering relationships with influencers and external vendors.
- Supported the marketing team in the 2024 Kadeka Elements launch event.
- Delegated tasks and provided guidance to a graphic designer and interns, resulting in increased team productivity and project efficiency.

Branding & Marketing Executive | May 2022 - April 2024

- Led marketing efforts for the Kadeka brand
- Designed marketing collaterals for KDK, Kadeka, and Bertazzoni brands, in both digital and print
- Supported in marketing events, such as FHA HoReCa 2022, Hoe Kee Warehouse Sales, and Kadeka x Bertazzoni Showroom Sales

Graphic Designer | November 2020 - May 2022

- Spearheaded design collaterals for all three brands, KDK, Kadeka, and Bertazzoni, across digital (web design, social media, Lazada/Shopee campaigns, video editing) and print
- Oversaw revamp of Kadeka website (kadeka.com), including design and copywriting for all pages
- Spearheaded design of Kadeka Wine App

LOCALA (S4M)

Freelance Graphic Designer | March 2019 - October 2020

- Creation of interactive mobile advertisements and mobile-first videos.
- Key clients includes Kate Spade, Saint Laurent, UOB and Grohe.

INMOBI

Interactive Designer | May 2017 - December 2018

- Created mobile-first interactive ads, videos, and animations, collaborating closely with developers for interactive ad formats
- Developed new video formats that significantly improved client retention rates
- Worked with key clients such as Unilever, Samsung, Netflix, UIP, and Dubai Tourism

VINTEDGE

Freelance Graphic Designer | February 2017 - April 2017

- Designed social media posts and web banners, and edited photos for content creation
- Participated in photoshoots
- Worked with key clients such as Pizza Hut and KFC

THE AFFINITI

Graphic Designer | June 2016 - December 2016

- Collaborated with creative team on advertising and branding pitches, designing print collateral such as advertisements and corporate branding
- Led concept design for Avenue J Hotel branding and contributed to winning pitch for RWS membership branding
- Worked with key clients such as Abbott, Yeo's, RWS, and Dell