

# PAMELA SOON

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## 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

#### Head of Design | April 2025 - Present

- Led and guided a team of designers, overseeing project management and ensuring timelines were met
- Collaborating closely with cross-functional teams to align design efforts with business objectives
- Ensuring design standards were met and consistent with the company's brand

#### Assistant Manager (Marketing Design) | April 2024 - April 2025

- Led marketing efforts for Kadeka, including campaign conceptualization, content creation (design, copywriting), and social media ad management
- Increased brand awareness and engagement by managing social media platforms and fostering relationships with influencers and external vendors
- Delegated tasks and guided graphic designers/interns resulting in increased team productivity and project efficiency

#### Branding & Marketing Executive | May 2022 - April 2024

- Led marketing efforts for the Kadeka brand, including campaign conceptualization, content creation, running of digital ads and influencer/vendor management
- Designed marketing collaterals for KDK, Kadeka, and Bertazzoni brands, in both digital and print

#### Graphic Designer | November 2020 - May 2022

- Spearheaded design collaterals for all three brands, KDK, Kadeka, and Bertazzoni, across digital and print
- Oversaw revamp of Kadeka website (kadeka.com), including design and copywriting for all pages

### 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