



Jemimah Seow

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EDUCATION

Nanyang Technological University

Advertising Major at Wee Kim Wee School of Communication and Information (AY 2015)

CERTIFICATION

Facebook Essentials for APAC Agencies

HubSpot Inbound Certification

Google Analytics IQ

SOFTWARE

Adobe Photoshop, Indesign, Illustrator, Lightroom, Muse, Premier Pro, Final Cut Pro, Wordpress CMS

WORK EXPERIENCE

Social Content Strategist

REBL, Feb 2016 – Present

Working in a lean start-up, I wear multiple hats. This includes social content creation, paid media optimisation, analytics and reporting, and supporting in design.

CAMPAIGNS

- **Grab Singapore** Launched a Pokemon GO campaign which received >1 million views within 3 days of launch and earned media mentions in publications like TechInAsia.
- **HBO Asia** Conceptualised and wrote copy for local campaigns. Supported HBO Asia's first Facebook "Live" video with James Marsden, cast of Westworld.
- **eBay** Involved and won pitch for seller engagement campaign. Researched on target audience pain-points and scenarios that informed the overall strategy.

RETAINERS

- **Everbest Indonesia** Analysed social media data, working with the local team to implement best practices. Optimised Facebook paid media strategy, lowering average CPC by 10 times.
- **John Frieda** Worked closely with PR agency (Hakuhodo) to create editorial calendars for Facebook and Instagram. Helped to grow the community by 35% over 6 months.

Social Content Strategist

Grey Digital, July 2015 – Jan 2016

- Wrote social media copy and managed the community for Sentosa's Facebook page
- Analysed data and created monthly reports to optimise social media performance
- Supported creation of monthly editorial calendars for Microsoft APAC and Lenovo

Junior Copywriter (Internship)

Splash Productions, January 2014 – July 2014

- Researched and gathered insights for decks
- Wrote and conceptualised copy for corporate videos, below-the-line marketing and social media

Freelance Content Producer

Be Movement, August 2013 – July 2014

- Wrote features on social enterprises and CSR initiatives (Including Google Asia)
- Produced a pro-bono video that raised \$100,000 for Cat Welfare Society

PROJECTS

Lahore Landing - A documentary on Pakistan

- Produced a web documentary to change the perception of Pakistan
- Showcased at Film Festivals globally (New York, Germany, Amsterdam, Czech Republic)
- Successful crowd-funding campaign that led to corporate sponsorships
- Grew a facebook community organically to >4,000 fans