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Strengths: Positive, flexible and focused
Languages: English & Mandarin (Spoken & Written), Teochew & Hokkien (Spoken)
NS Status: MINDEF Reserve



Core Proficiencies

- . SMM Social Media Marketing & Management
- . Advertising & Promotion
- . Event Management
- . SEO Search Engine Optimisation
- . Branding & Corporate Identity
- . Customer Relationship Management
- . SEM Search Engine Marketing
- . Content Strategy
- . Sales Funnel
- . Email Marketing
- . Data Analytics
- . Kanban Methodology

Professional Experience

Sino-America Tours Corporation | Head, Advertising and Promotions | 11/2009 - Current

Role Description: Orchestrates marketing strategies, communications and collaborations - 95% of tasks.

Achievements:

- . Secured financial support by an annual average of 15% to offset project costs via sponsorship management.
- . Overhauled company website with vendor, yielded search engine page ranking within 6 months.
- . Streamlined collaterals design process, reduced production time by 30%.
- . Persuaded management to advertise online & reduce print ads, decreased ad expenditure by 60%.
- . Devised social media campaigns & digital advertising to boost engagement at average 3% per campaign.

Highlights:

- . Launched **Travel Revolution: the Event** with industry allies within 6 weeks.
- . Executed **Mid Year Downtown Travel Sale** with competitor counterparts within 1 month.
- . Completed **SA Travellers' Club** customer relationship management system (CRMS) with vendor within 3 months.
- . Headed **Simply Amazing Travel Sale** fairs, lowered expenditure by 40% within 1 year.
- . Integrated **Systems Design RATS system** with website for e-commerce within 4 months.

Freelancing | 01/2009 – 11/2009

- . Organized "**Miss Singapore China Tourism Ambassador 2009**" with Fullwealth Consultants & Associates over 3 months.
- . Produced "**TAG Heuer Press Event**", "**Peugeot 308CC Launch**", "**BMW K1300 Launch**" with Procon Corporate Events over 3 months.

JP International Holdings | Manager – Events Management / E-Commerce | 08/2007 – 01/2009

Role Description: Implemented projects & website e-commerce automation - 90% of tasks.

Achievements:

- . Chaired internal & external projects with scheduling variance of 3% from projection.
- . Promoted fairs to drive revenue up average 6% per quarter.
- . Steered Extensible Markup Language (XML) linking process with overseas partners for e-commerce within 2 months.

Highlights:

Directed **Char Yong (DABU) Association's 150th Anniversary Celebrations**, one of 2008's biggest events, surpassed profit target by 30%.

KK Hospital | Event Executive | 08/2005 – 08/2007

Role Description: Executed medical seminars, public forums & liaised with delegates - 90% of tasks.

Achievements:

- . Publicised the Practice Update in Paediatrics (PUP) series, increased turnout by 10% per forum.
- . Established department intranet for service booking within 6 months.

Highlights:

Facilitated for **2nd - 4th PUP, 2nd - 3rd KKH Annual Scientific Meeting, KKH Family Day 2007, 2nd - 3rd Update in Paediatric Emergency Practices, & KKH Health Carnival**, averaging 90% attendee satisfaction.

Hi-Star Electronics | Marketing Coordinator | 08/2004 – 08/2005

Role Description: Coordinated marketing mix - 95% of tasks.

Achievements:

- Attained 90% KPI set by management.

Degree Studies | 07/2003 – 07/2004

Faber Image | Video Tech | 12/2001 – 06/2003

Role Description: Enabled events video engineering - 95% of tasks.

Achievements:

- Accomplished events setup with 100% adherence to scheduling.
- Installed video editing department patch-bay with 100% adherence to specifications.

Education & Training

Qualifications

BA, Bachelor of Communications - Edith Cowan University, Australia

Diploma in Film, Sound & Video - Ngee Ann Polytechnic

Diploma in E-Commerce (Omni-Channel) - SCCIOB

Diploma in Events Management & Operations - SCCIOB

Diploma in Retail Operations - SCCIOB

Diploma in Venue Management - SCCIOB

Certified Digital Marketing Strategist - Equinet

Certifications

Brand Management - Lithan

Content Strategy - Lithan, Equinet

Customer Acquisition and Retention - SCCIOB

Digital Advertising - Equinet

Digital Marketing Analytics - Equinet

Digital Marketing Strategy - Equinet

E-Commerce Campaign Management - SMTC

Facilitate Compliance with PDPA - SCCIOB

Google Ads Search Certification - Google

Google Analytics Individual Qualification (GAIQ) - Google

Google Tag Manager - Google

Integrated Marketing - Equinet

Market Research - Equinet

Mobile, International, and Local SEO - SEMrush

Negotiation Skills - CSC

PPC Automation - SEMrush

Project Management - SCCIOB

Sponsorship Management - SCCIOB

Search Engine Optimization - Equinet

Search Marketing Fundamentals - PurpleClick

SEO Toolkit - SEMrush

Social Media Management - SMTC

Social Media Marketing - SMTC, Equinet

Website Creation - Equinet

Software

Analytic Tools: Google Analytics, Google Trends, Ahrefs, SEMrush, Ubersuggest

SMM Tools: Facebook Ads Manager, Ads Library, Hootsuite

E-Commerce Platforms: Shopify, Shopee, Lazada

Online Tools: Canva, Funnelytics

Email Marketing: Mailchimp

Software Package: Microsoft Office 2016, Adobe CS 6.5

Video & Photo: Adobe Illustrator, Indesign, Premiere, Photoshop