

# MATTHEW



## Career Objective

To be part of a progressive company that I can utilize my skills and experiences while being challenged to become a professional in my chosen field. And provide more growth for the company and for myself during the process.

## Qualifications

- Experience in Brand Management
- Experience in Marketing Campaigns
- Experience with Market Research
- Experience with SOC Med Marketing
- Experience in Public Relations

## Soft Skills

- Creative Thinking
- Project Management Skills
- Problem-Solving Skills
- Attention to Detail
- Customer-Centric Mindset
- Adaptability and Flexibility
- Multi-tasking & Can work under pressure
- Multimedia Artist

## Education



2015 – 2019

Bachelor of Arts in Communication of Media Studies



2012 – 2015

2nd year to 4th Year High School



2011 – 2012

1st year High School

## Career Highlights

- Bright Beginner Award (2021)
- Rising Star Of The Year (2023)  
Rising Star Of The Year (2024)
- Media and Beyond IV communication conference  
Guest Speaker (2024)

## Work Experience



### PR Manager (September 2024 - Present)

- Media relations: Build relationships with journalists, partners, and influencers.
- Content creation: Develop consistent, high-quality brand content.
- Social media: Execute strategies and manage content calendars.
- Influencers: Contact influencers, provide briefs, and monitor posts.
- Collaborations: Scout and propose partnerships for brand awareness.



### Assistant Brand Manager / Marketing Communication (January 2024 - Present)

- PR Management: Develop and implement PR strategies to enhance public image and manage media relations.
- Media Relations: Build and maintain relationships with media contacts, oversee press releases and media pitches.
- Content Creation: Oversee development of high-quality content; ensure alignment with brand voice.
- Brand Story Development: Create monthly brand stories aligned with brand strategy and key values.
- IMC Strategy: Plan and execute monthly integrated marketing campaigns, coordinating with cross-functional teams.
- Market Research: Conduct research to understand consumer behavior and refine strategies.
- Performance Tracking: Track campaign effectiveness, provide regular reports, and adjust strategies as needed.
- Budget Management: Manage detailed budgets for monthly IMC campaigns.
- KPIs: Increase brand awareness, engagement, and loyalty; measure growth in key metrics.



### PR Supervisor (May 2023 - January 2024)

- PR Management: Develop and implement PR strategies, identify key media outlets.
- Media Relations: Maintain relationships with media contacts; oversee press releases and media pitches.
- Content Creation: Develop high-quality content, ensuring brand voice consistency.
- Social Media Marketing: Execute social media strategies, manage content calendars.
- Analytics: Track social media metrics, prepare performance reports.
- Team Supervision: Mentor marketing team, assign tasks, ensure high-quality delivery.
- Event Management: Plan and execute events, coordinate promotional activities.



### PR Specialist (September 2022 - May 2023)

- Media Relations: Build relationships with journalists, bloggers, and influencers.
- Press Releases: Write and distribute press releases for news and events.
- Media Monitoring: Track and analyze media coverage.
- Event Planning: Organize and manage events, ensure maximum visibility.
- Strategic Planning: Implement PR strategies to enhance public image.

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- ## Barista (2018-2019)

- ## Character References