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

Dright Doginner Award (2021)

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.

Listing Manager (September 2021 - September 2022)

- Gather all listing information including property photos, pre-listing materials, comparative market analysis with online property profiles, and MLS research
- Coordinate with brokers in maintaining and Input information into the database, maintain documents and track progress for each listing and update necessary information.
- · Assisting partners, network brokers & staffs with anything that involves with the listings database.

On-the-job training (2017)

• Assist the company with task given by the clients in-terms of event proposal, scheduling, advertising strategies.

Barista (2018-2019)

Was incharge on making coffee and cooking the dishes as well as promoting coffee by edu-cating the
customers regarding the process into making the coffee while also giving a positive and welcoming
ambiance to the customers

