

GLADYS ANG XIN YI

Marketer

CONTACT

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EDUCATION

BACHELOR OF BUSINESS MARKETING

Graduated 2019

Royal Melbourne Institute of
Technology (RMIT)

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

Graduated 2016

Temasek Polytechnic

DIPLOMA PLUS IN CHINA STUDIES

Graduated 2016

Temasek Polytechnic

ABOUT

Gladys is a marketer with a passion for arts and social causes. Her curious mind motivates her to do her own learning. A self-starter, highly professional and responsible, she is a quick and independent learner. Developing her copywriting skills, she enjoys writing professionally, and privately it is her favorite thing to do. Her love for arts also prompted her to explore and self-learn basic graphic design. Her tactful and sociable nature together with her exceptional conversational skills allows her to communicate and work effectively with people of all backgrounds.

SKILLS & KNOWLEDGE

Copywriting with Yoast SEO
Email Marketing - MailChimp
Facebook Ads
Graphic Design - Canva
Events Planning and Execution

Website Management - WordPress &
Wixsite
E-Commerce - Shopify, Shopee and
Lazada

EXPERIENCE

MARKETING & PROGRAMS EXECUTIVE

Singapore National Stroke Association | August 2019 - Present

- Responsible for crafting and executing monthly marketing plans and campaigns which includes social media, partnerships/collaborations with other organisations and events
- Responsible for Electronic Direct Mails and social media activities
- In charge of designing marketing collaterals for all programmes and activities
- Planned, coordinated and executed programmes and activities for the beneficiaries
- Sourced and coordinated logistics for Stepping Out For Stroke 2019 which had approximately 1000 participants and over 15 partners/sponsors

SPECIAL NEEDS EDUCATOR

Rainbow Centre | June 2016 - April 2017

- Planned, crafted, monitored and reviewed students' individual educational goals for special needs students of various disabilities and autism
- Prepared appropriate teaching materials for education and/or assessment purposes that are in line with the individual educational goals
- Conducted and assisted with classroom lessons with up to 13 special needs students
- Assisted with planning and execution of occasional school events