

# VERONICA TING

## CONTACT



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## PROFILE

A graduate of Fashion Marketing from Leeds Beckett University holds industry experience in digital marketing and social media management, passionate about fashion, visual communications, and styling. Highly motivated and enthusiastic individual skilled in Photoshop, Illustrator, and InDesign. Worked individually and in a team to achieve various project goals for different organisations.

## ONLINE PORTFOLIO

<https://veronicing.wixsite.com/tingportfolio>

## LINKEDIN

<https://www.linkedin.com/in/veronica-ting-a08515158/>

## EDUCATION

### LEEDS BECKETT UNIVERSITY BAH Fashion Marketing - with Placement

2016 - 2020

- First Class Honours

Key Modules: Fashion Brands, Fashion Trend Analysis, Contextual Studies, Fashion Writing New Media, Visual Communications, Fashion Forecasting, Entrepreneurial Marketing, Industry Placement, Digital Marketing

## TECHNICAL SKILLS

- Adobe Suite (Photoshop, Illustrator, InDesign, Premium Pro)
- Microsoft Office (Word, Powerpoint, Excel, etc.)
- Social Media
- WordPress
- Wix

## INDUSTRY EXPERIENCE

### Social Media Executive Herlo Consultancy (Malaysia)

November 2020 - May 2022

- **Managed social media team members**, including copywriters and other content creators, by overseeing their work and offering guidance or direction. During the Covid-19 lockdown, I led the daily velocity meetings and ads meetings to increase the team performance. Other responsibilities include but not limited to:
- **Scheduled organic content** using Facebook/Instagram creative suite.
- **Developed a variety of content marketing materials** across the company's social media platform, which required creative thinking and excellent communication skills to balance the needs of marketing strategy as well as generating the "buzz" to its audience.
- **Collaborated and hired different actors** to create TikTok videos.
- **Identified trends and insights**, and **optimised the spending and performance** based on the insights.
- **Audited and analysed social media presences**, including digital advertising costs and returns.
- **Produced and summarised weekly and monthly Ads Manager report** for the management team for improvement and the company's forward planning.
- **Monitored and generated reports on competitor activity** within social media spaces.
- **Worked with several departments to develop social media timelines** coinciding with new product releases, ad campaigns, or other brand messages.
- **Explored potential value of social media sites**, initiated the start-up of TikTok account, continued by planning and executing for the organic & ads account.
- **Gathered new and creative growth strategies**. Analysed and evaluated the macro and micro economic to generate new long-term social media marketing strategy/project - FB live. This involved, but not limited to researching and interviewing hire hosts, create live flow and script, in charge of the marketing strategy, liaise with different departments to get different materials, assign tasks to team members, monitor and analyse the live. Achieved ROAS 17.58, exceeding the target given by the management team on the 4th live.
- **Manage project cost and budget**, able to reduce the cost from SGD 10,000 per live to approx. SGD 900 per live (cost was from previous external FB live service providers).
- **Conducted and measured experiments and conversion tests** (FB & IG Ads Campaign, TikTok organic and Ads campaign, FB live strategies). Assisted the management in re-planning and researching new ideas on FB ads strategy and ads funnel during Facebook and IOS 14.5 changes in January 2021.
- **Evaluated end-to-end customer experience across multiple channels, customer touch points and optimised user experience**. Planned, designed, and communicated with related departments to create 2 new landing pages for the brand I was in charge of to match with our ads strategy.
- **Managed and optimised Ads Manager** and achieved an average ROAS of 16.37 monthly in 2021.
- **Brainstormed video ideas, planned content, and liaised with creative team** and created videos for video marketing strategy.

## PROFESSIONAL SKILLS

- Social Media Management
  - Digital Marketing (FB, IG, Tiktok)
  - Data Analysis
  - Fashion Trend Analysis (WGSN)
  - Marketing Research (Semrush)
  - Project Management
  - Fashion Styling
  - Visual Communication
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## INTERPERSONAL

- Fluent in English and Mandarin, verbal and writing
  - Ability to work efficiently in a fast-paced, deadline driven environment
  - Great at meeting deadlines, multitasking and time management
  - Adaptable to working confidently either independently or in a team
  - Travelled 16 different countries and like to explore different cultures
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## REFERENCES

Available upon request

### Fashion Marketing & Graphic Design Intern

*Extras Group (Leeds)*

2018- 2019

- **Managed several social media channels**, using management tools to **schedule and monitor daily content**. With the trust of the marketing manager, I was in full control of the social media accounts for two different brands.
- Responsible for **planning, creative writing, editing, interacting with respondents**, overseeing the overall **brand's social presence** and activities, and **evaluating statistics**.
- **Created graphics** for four different brands used across e-commerce content such as sales, competitions, and website graphics.
- **Project led product photo-shoots**, decision maker on **styling products, photographing, and editing photos** for the social media platforms and blog posts - received outstanding feedback from the creative director.
- **Planned and style outfit** for the Smith & Canova SS19 collection model shoot.
- **Organised competitions and influencer campaigns** on social media.
- **Researched ideas and created new artwork** under the Creative Director's direction. Created prints for the company's client and was launched online and in-store.
- **Pitched marketing campaigns**. Planned a **pop-up event** in Trinity Leeds with the marketing team and was in charge of **creating graphics for advertising** on social media, leaflets, and the digital screen of the sales booth.
- **Researched market activities** for the latest news and trends, created mood boards for collections, and **participated in the product development process** with the creative director.

### Sales Assistant

*New Balance (Malaysia)*

January 2016 – August 2016

- **Responsible for managing customer expectations** in delivering superior levels of service.
  - **Sustained outstanding store condition and visual merchandising standards**.
  - **Established and maintained** positive business and customer **relationships**.
  - Assisted with the sales process by **maintaining a fully stocked store**.
  - Kept abreast of **best practices and promotional trends**.
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## WORK EXPERIENCE

### International Student Ambassador

*Leeds Beckett University (United Kingdom)*

March 2018 - 2020

- **Responsible for assisting international students with academic, social and cultural life adjustments** (Including educating participants on available campus resources, serving as a role model for incoming students).
- **Led and delivered engaging and informative presentations** during campus tours.
- **Develop appropriate lines of communication** between prospective students and families and administrative personnel to ensure issues are promptly handled and resolved.
- Develop personal skills including **verbal communication, team building, decision making, organisational skills, professionalism, supervisory skills**.
- **Worked in different teams** to ensure trips, socials and events ran smoothly.

### Accommodation Ambassador

*Leeds Beckett University (United Kingdom)*

February 2017- 2020

- **Greeted and signposted** prospective student and their families.
- **Delivered group accommodation tours, supported and offered encouragement and advice** to prospective students and their families.
- **Worked closely and professionally with other staff** across the university.