

ARIANNA MARIE

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Professional Experience

Senior Marketing Executive

Resilience Collective / Mindfull Community | Singapore | May 2024 – Present

- Led organisation-wide strategic marketing initiatives across digital, events, and stakeholder engagement, driving a **104% increase in overall engagement** and **15% growth on social media** within six months.
- Designed and executed integrated campaigns and rebranding efforts, including co-leading the 2025 "A Mindfull Walk" launch attended by **2,200 participants** and **50+ partner organisations**.
- Independently developed and managed a donor engagement initiative that secured **\$25,000 in contributions**, strengthening long-term fundraising infrastructure.
- Elevated CRM and EDM performance through data-driven segmentation, improving email open rates by **39%**.
- Coordinated cross-team workflows and managed agency, vendor, and partner relationships to align brand, communications, and impact goals.

Marketing & Communications Intern

DB Schenker APAC Regional Head Office | Singapore | Aug 2023 – Mar 2024

- Developed creative assets that generated **20+ inbound leads within 60 minutes**, accelerating sales pipeline activity.
- Produced regional marketing content for multi-country campaigns and events, each attracting **300+ participants**, ensuring alignment with global brand standards.
- Supported APAC-wide executive communications through weekly newsletters and monthly NewsMail read by **600+ internal stakeholders** across regional offices.
- Co-managed planning and execution of the regional APAC townhall, facilitating strategic alignment across **100+ representatives** and leadership from the global head office.

Marketing & Social Media Manager

XVXII Jewellery | Singapore | Nov 2021 – Apr 2022

- Directed Instagram-first digital strategy that grew engagement by **161% in 7 days**.
- Increased website lead generation by **70% within 14 days** through SEO-focused optimisation.
- Produced high-frequency visual and written content; managed influencer collaborations and creative production workflows.
- Led multiple photoshoots involving independent creatives, coordinating end-to-end production.

Client Service & Success Consultant

SingTel Communications Ltd. | Singapore | Jan 2020 – Aug 2020

- Resolved complex regional client issues involving cross-border technical teams, reducing downtime and improving service reliability.
- Analysed technical data to identify root causes of faults and coordinate rapid resolution.

IT & Marketing Intern

Robert Bosch (SEA) Ptd. Ltd. | Singapore | Mar 2018 – Aug 2018

- Facilitated multi-country collaboration across **30+ stakeholders** to deliver IT and marketing initiatives.
- Led marketing and engagement efforts for a pilot department program attracting **80+ participants** across three departments over three months.
- Increased internal engagement in department activities by **200%** through targeted communications.

Educational Background

Singapore Management University (SMU)

B.B.M. in Business Management, Major in Marketing | Aug 2020 - Dec 2024

- Projects with Mandai Wildlife Group, MNC fashion houses, and local startups focused on Gen Z strategy, sustainability marketing, and omni-channel activation.

Ngee Ann Polytechnic

Diploma in Business Information Technology | Apr 2016 - May 2019

- Built a full-stack functional website for a local SME FMCG company as part of a six-person team, including customer and staff interfaces.
- **Dean's List for 5 semesters.**

Professional Certifications

- Google UX Design (2025).
- Professional Certificate in Social Media Management for Facebook and Instagram (2021).
- Professional Certificate in Advertising with Facebook (2021).

Technical Skills

- **Creative Programmes:** Adobe Illustrator, Adobe Premiere Pro, Adobe Photoshop, Davinci Resolve, Figma.
- **Data & Tools:** PowerBI, Tableau.
- **Programming:** R, Python, HTML/CSS.

Interests

- Graphic Design, UX/UI, Game Design, Digital Strategy, Social Impact Innovation.