

# ARIANNA MARIE

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## Professional Experience

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### Senior Marketing Executive (Digital Campaign Lead & Team Collaboration Lead)

Mindful Community | May 2024 – Present

#### Digital Campaign Lead

- 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 Mindful Walk" launch, a large-scale public event with **2,200 participants and 50+ partner organisations**.
- Elevated CRM and EDM performance through data-driven segmentation, **improving email open rates by 39%**.
- Independently developed and managed a donor engagement initiative that **secured \$25,000 in contributions**.

#### Team Collaboration & Project Management Lead

- **Project-managed the end-to-end execution of "A Mindful Journey" exhibition**, coordinating external partners and vendors while leading internal design and narrative development to ensure on-brand, timely delivery.
- **Spearheaded cross-functional collaboration for the "The Holidays Look Different" digital campaign**, liaising between Communications, Programs, and Fundraising teams to transform beneficiary stories into an interactive web experience.
- **Orchestrated creative and logistical workflows for key initiatives**, maintaining clear progress tracking and stakeholder communications to align teams and external partners.

### Marketing & Communications Intern

DB Schenker APAC Regional Head Office | 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 live 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 | 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. | 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. | 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

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### 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.

## Professional Certifications

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

## Technical Skills

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

## Skills & Passions

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- **Core Proficiencies:** Live Event Marketing & Logistics, Cross-Functional Project Management, Digital Community Strategy, Data-Driven Campaign Optimisation, Vendor & Partner Relations.

- **Creative & Technical Design:** Game Design Principles, UX/UI, Graphic Design (Adobe Suite), Video Editing.
- **Gaming & Esports:** Avid follower of Valorant. Keen interest in tournament operations, community dynamics, and live event production.