



CONTACT

✉ chloe_lee99@hotmail.com

☎ +65 9038 7625

🌐 www.linkedin.com/in/chloeelxy

🌐 www.chloeelxy.wixsite.com/portfolio

EDUCATION

Singapore Management University
Aug 2019 - Aug 2023 (Expected)
• Bachelor of Business Management
• Major: Marketing

Singapore Polytechnic
April 2016- April 2019
• Diploma in Media & Communication
• Grade: Diploma with Merit
• Recipient of Artease Prize
AY 2018/19
• Director's Honour Roll
AY 2016/17, AY 2017/18

SKILLS

ADOBE

- Illustrator
- Photoshop
- Premiere Pro

MICROSOFT

- Excel
- Powerpoint
- Word

OTHERS

- Google Analytics
- Hootsuite
- Keynote

LANGUAGE FLUENCY

- Cantonese
- English
- Mandarin

CHLOE LEE

A final year student in Singapore Management University,
pursuing a Bachelor's degree in Business Management

WORK EXPERIENCE

OCBC BANK

Group Marketing Intern | Sep - Dec 2022 (Expected)

- Support wealth management marketing initiatives across various segments
- Manage agency relationship such as briefing and management of timelines
- Competitive analysis for the wealth space
- Campaign setup and monitoring including tagging, tracking and reporting across channels

TEMASEK HOLDINGS

Public Affairs Intern | May - Aug 2022

- Led production of Temasek Review print advertisements
- Content research for weekly public service print advertisements
- Managed vendor relationships as well as other internal and external stakeholder relationships

CASTLERY SINGAPORE

Marketing Intern | Aug - Nov 2021

- Supported the Head of Marketing on execution of market research studies in from drafting questionnaires to analysis and reporting (SG, AU, US markets)
- Distilled consumer insights and put together presentation decks to identify key areas for improvement
- Managed Castlery's social media accounts on Instagram and Facebook

WUNDERMAN THOMPSON, UNILEVER: LUX

Global Account Servicing Intern | May - Aug 2021

- Worked on global integrated campaigns to develop brand communication assets (TVC, Key Visuals, Digital and Social) for Lux bodywash and handwash
- Responsible for day to day communication with clients to meet final delivery
- Briefed creative and production team on client feedback and revisions
- Assisted with strategy and ideation development by conducting research

TBWA SINGAPORE, SINGAPORE AIRLINES

Brand Management Intern | Sep 2018- Mar 2019

- Involved in the rebranding of Krisflyer and Highflyer Programme
- Managed print and digital adaptations across various publications
- Liased with clients and developed presentation decks to share insights
- Aided in social listening by analyzing of sentiments using Sysomos

PROJECTS & LEADERSHIP

SMU, AVENTE CONSULTING

Associate Marketing Director | Jan 2020- Jan 2021

- Ideated and designed marketing collaterals to increase brand awareness and strengthen the club's position as SMU's leading consulting club
- Substantially grew the presence of the club across Instagram and LinkedIn

SMU BONDUE, SLIGHTLY SCARLET

Head of Marketing and Communications | Jun - Sep 2020

- Launched a marketing campaign to raise funds and increase awareness for Guide Dogs Singapore and the visually impaired community
- Led a team of 5 to conceptualise, film, and produce content on social media platforms such as Instagram, Facebook, and Tiktok