



# MA JIANYU

**Brand's Wardrobe Advisor**

making sure the clients wear the most contemporary look in global market.

A local visual artist who has stepped into the event marketing industry, I approach projects from a creative and visual perspective with the ultimate goal of developing an integrated and dynamic brand experience for clients in a global market.

## TO WHOM IT MAY CONCERN

As an event executive with a diverse experience in project leading, social media management, customer support, operational excellence and event management, delivering sustainable growth in all businesses, I would welcome an opportunity to share my backgrounds.

### Art & Design Background:

Graduate of Temasek Polytechnic with a Diploma in 3D Interactive Media Technology;  
Former Visual Artist in mediaCorp production house and SPH China Media Group Lianhe Zaobao 联合早报.

### Marketing Background:

Assisted startups and event companies with marketing experience over 4 years, developing brand relations and managing visual contents on social media platforms.

### Event Background:

Exhibit in grand business and technology exhibitions partnered with Xero, Including "Accounting & Finance Show Asia", "Echelon", "Innovfest";

Advising and executing event experience for clients in Asia, bringing artistic on brand concepts to life for clients.

I am a quick learner and great team player, I can adapt to any situation and always welcome a new challenge.

I look forward to connecting with you.

Yours sincerely,

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# MA JIANYU

Visual | Design | Marketing | Sales

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TheJeneration.com

## EXPERIENCE

### World Table Tennis

#### Freelance Contractor

February 2024 - March 2024

- Oversaw the official event merchandise stores and on-site coordination including the management of the sales team, - booth design and customer service which achieved record merchandise sales
- Collaborated with internal event teams to ensure smooth event planning on merchandise set up, pricing, promotions and partner arrangements
- Managed merchandise store inventory including budget management, finance reconciliation and reporting
- Provided guidance and support to event staff during the planning and execution phases, including participation in the Singapore Smash Live Draw Ceremony at Jewel Changi Airport, Asia Square activation and Smash Park autograph sessions
- Collaborated with cross-functional teams, including marketing, design, operations, and finance, to ensure seamless event execution
- Collaborated with VIP Hospitality Manager for the pre-planning and management of event VIP hospitality arrangements
- Delivered timely reports and updates on event progress, issues resolution, and logistical details
- Delegated tasks and responsibilities to event staff and team members and provided support where needed to WTT event staff;

### Tag Worldwide

#### Regional Account Manager

March 2023 - Present

##### Key Achievements

- Role expanded to oversee the Guardian account for both Singapore and Malaysia markets
- Seconded to short-term project implementing new client solutions for GSK/ Haleon China
- Grew the value of the business through identifying an expanded pool of product suppliers to drive competition;

##### Responsibilities

- Identified and pro-actively target enterprise prospects and existing clients to drive the adoption of new technologies and services increasing market share in the defined territory
- Developed and implemented a sales and sourcing strategy that would exceed sales targets and ensured a high level of customer acquisition, growth, satisfaction and retention
- Developed and delivered sales presentations, effectively representing the company's business, value proposition, and differentiation in the market
- Prepared professional proposals having thoroughly understood the customer requirements and by establishing a relevant business solution
- Led commercial negotiations and overcome objections with prospects, customers and partners
- Worked closely with pre-sales designers on delivering customer presentations and demonstrations to ensure alignment with sales strategy and customer requirements

## SKILLS

### Technical Knowledge & Skills

such as:

- Adobe Suites,
- 3D Modeling Softwares,
- HubSpot and other Marketing Tools etc;

### Hands-on Skills

such as:

- Supplier management & negotiation,
- Marketing Collaboration Contract Management,
- Social Media Channel Management
- Deep understanding of market dynamics and sound business judgement,
- Project Leading and Management,
- Event Plan and Organising etc;

### Language Proficiency

such as:

- English,
- Chinese.

## EDUCATION

### Bachelor Degree in Communication

#### Singapore University of Social Science

- Completed modules in Communications, Sustainability, Media Relations
- Analyse critically and apply diverse and industry-related knowledge and skills to the field of media and communication in a global context
- Demonstrate creativity, critical thinking, and initiative when identifying and solving problems in diverse contexts within the professional communication field

### Diploma in

#### 3D Interactive Media Technology

#### Temasek Polytechnic Singapore

- Completed modules in Computer Aided Design & Building Specifications (CAD), Modelling & Animation, Advanced Digital Animation & Special Effects, 3D Real-Time Visualisation & Interface Design;
- Finished 3D Animation Major Project which was awarded the Most Impressive IDM Project AY2016/2017.

## EXPERIENCE

### ■ Regional Account Manager

March 2023 - Present

#### Responsibilities

- Co-ordinated marketing, sales and technical support to ensure a high level of awareness and customer satisfaction in the defined territory regionally
- Ensured disciplined use of the company sales tools to facilitate opportunity management, accurate forecasting, account planning and ensure customer relationship information remains up to date
- Assisted to drive Sales Enablement and Marketing initiatives with sourcing knowledge across regions
- Participated proactively in industry conferences, trade shows and seminars for internal training and development;

### ■ Account Manager

March 2022 - March 2023

#### Key Achievements

- Worked closely with client to streamline supply chain management and deliver significant project savings for client
- Assisted client brand to win award for the Best Retailer of the year through delivery of outstanding OTC Executions

#### Responsibilities

- Delivered quality account servicing to understand client needs are identified and solutions are prioritised
- Created and present professional creatives based on the client's job briefings and identify and source the most suitable products to meet the client's needs
- Managed the end-to-end creative and product delivery process, ensuring quality control of the creatives and products, monitoring job/ shipment status, and timely delivery of final creatives and products
- Built, maintained and grew personal relationships with clients to foster and grow share of business relationship
- Managed and consolidated long-standing relationships with company-approved vendors through continual product analysis, service provision, pricing review and performance management
- Identified new opportunities to generate additional sales by understanding the product knowledge and aligning to our clients' interests
- Project management, to budget, a variety of additional services including internal marketing materials, events, and professional/corporate services
- Undertook solutions-based analysis for issues raised to improve operational effectiveness and efficiency
- Financial management including vendor and client forecasting and identifying revenue generation opportunities through weekly and monthly reporting assessment and by analysing across the sourcing team and creative team;

Tag is an international creative agency based in London. After years of working in small firms, I decided to join a large company, diving in one small area of marketing, and expand my skill set. I relished interacting with clients and suppliers and forming bonds with them. It is a delight to serve my clients and advance their interests.

### European Prime Kitchen, D&D Free Condo

### ■ Brand & Marketing Director

January 2021 - December 2021

#### Branding

- Designed brand guidelines, brand vision, and value proposition for short as well as long term
- Designed and executed brand strategies including all communications and media actions across multiple digital channels
- Assisted with product development and took charge of new product launch
- Created and manages promotional collateral to establish and maintain product branding
- Managed the budget for advertising and promotional items
- Designed and planned brand marketing strategies, as well as overseeing the full execution process, which includes defining target consumers and monitoring their brand interactions in order to drive more traffic and sales;

## EXPERIENCE

### ■ Brand & Marketing Director

January 2021 - December 2021

#### Marketing

- Led the Marketing team by designing the marketing, sales, and communication strategies to build up and enhance the brand, resulting in 1,600 new website users monthly
- Created and managed a calendar of events such as webinars, conferences, and thought leadership contributions
- Continually reviewed changes to the market, consumer trends, and the activities of competitors, adjusting the marketing plan accordingly
- Provided tools and materials to enable the sales team to function effectively
- Utilised data for marketing campaigns, interrogating the internal and external databases
- Identified new business opportunities and conducted market research studies
- Negotiated with media agencies and secured agreements on the production of promotional materials
- Led comparing and assessment of offers to potential/current suppliers/vendors, and negotiates partnership contract terms of agreement and pricing for the best interests of the clients
- Developed positive, productive, and long-term healthy relationships with all third-party vendors/ agencies, resulting in a smooth, quick, and enjoyable working environment
- Managed, sourced and negotiated a wide variety of requirements, such as internal marketing materials, events, and professional/corporate services, all while staying within the agreed-upon budget;

#### Sales & Post Sales

- Discussed and proposed interior ideas to prospective clients
- Innovated marketing creative ideas that drive the key business goals on a daily basis, directs creative inputs to both of our design teams in Singapore and Europe, and oversees work from both internal team members and external partners
- Drafted quotations to clients
- Liaised and met up with clients, contractors, and suppliers on various stages of interior works
- Maintained and established day-to-day client connections, assessed their needs, and discussed and provided recommendations on how specific products or services could satisfy those needed during client meet-ups and conversations of the projected value of over \$50,000 agreements;

#### Events

- Designed and delivered event proposals
- Provided prospects with advice and helped turn potential leads into businesses
- Looked out sales possibilities and successfully closed the deals to achieve the company's target
- Provided a positive impression of the business and its brand by carrying out all of its operations with professionalism and honesty
- Participated actively in each roadshow and activation of events
- Reached out to the public, engaged them, and professionally and convincingly presented the company's products to prospective clients, emphasising their advantages and distinctive qualities
- Used lead generation and prospecting techniques to find and target new sales prospect

### ■ Senior Account Executive

September 2020 - December 2021

- Led Brand & Marketing team
- Established and developing Marketing foundation building blocks
- Conducted market research and analysed to evaluate trends, brand awareness
- Organised and oversaw advertising/communication campaigns (social media, TV, Radio, etc.), exhibitions, and promotional events
- Conceived and developed efficient and intuitive marketing strategies
- Developed and expanded the company's web presence through the company website, social media, email, web advertising, and other online sources
- Promoted the company brand through these channels. Drafted, implemented, maintained and revised online marketing campaigns to drive sales and revenue to the company;

D&D Freecondo is a Singapore-based renovation venture that specializes in European renovation materials and has an extensive selection of marbles. I established European Prime Kitchen as a sub-brand of D&D Freecondo. It's my corridor to sales.

I established the brand, devised the marketing strategies, and delved deeper into sales. By understanding clients' requirements, I enjoy that I can apply my knowledge of the products, hence, design and deliver the expected interior to their home.

## EXPERIENCE

### Concept Alliance Asia Pte Ltd

#### ■ EVENT EXECUTIVE, SALES & MARKETING

December 2019 - August 2020

- Spearheaded the re-design and re-launch of the company brand and design system
- Directed the creative team to ensure that all creative content produced on company social media channels are aligned with the company voice and tone
- Collaborated with the sales team, design team, and third parties for internal and external project inquiries
- Collaborated with external vendors to create visually stunning and engaging event experiences
- Worked with all stakeholders, including event hosts, partners, suppliers, and event workers, to fulfill Event Partners' objectives through Sales and Events
- Worked with hosts and the Events Team to prepare for the event and provide on-site implementation help
- Coordinated with Event Partners to provide athletic equipment and apparel
- Provided onsite support and briefed the onsite crew on implementation
- Created a post-event report for internal analysis
- Managed a \$1.5 million Rolls Royce event to ensure successful execution;

Concept Alliance Asia is a company focused on commercial events in South East Asia. Event planning, organising and executing is one of my strong interests. Played as a visual consultant and event executive role I lead and guide design team and third parties arranging, managing and ensuring proper execution of all the events.

### Zave Technology

#### ■ DESIGNER, BRAND & MARKETING

September 2018 - November 2019

- In-charge of the company's marketing social media, website content productions, and omni-channel content distributions and grew followers by 300% over 12 months
- Associated with the marketing manager to build up websites from scratch
- Created graphics and animated demo reel GIFs, SVGs, and videos for webpages and marketing use
- Directed and filmed testimonial videos with valued clients from pre-production to post-production
- Responsible for organising and supervising the events and product exhibitions, including "Accounting and Finance Show Asia 2018", "Zave for Financial Services Launching event", "Echelon 2019", "Innovfest Unbound 2019"
- Helped with marketing campaigns and coordinated productions of marketing collaterals for sales and on boarding teams
- Generated leads with sales and marketing team by managing websites, blogs, emails, and social media channels with HubSpot skills

Zave Technology is a fintech company that offers accountancy solutions. It is my first full time job in my journey where I developed interests in marketing and picked up the skill sets along the way.