






Moo Yen Mei

Performance Specialist

I've spent 10 years in sales and service roles in various industries such as B2B and retail. Dedicated to help SMEs grow, I started a digital marketing company. Since then, I've assisted several solopreneurs in various industries such as interior design, NGOs and training corporations to grow their online presence.

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SKILLS

Google Analytics

Facebook Ad Manager

Google Tag Manager

Google Data Studio

Google Ads

Adobe Photoshop

Adobe Illustrator

WiX

SquareSpace

LANGUAGES

English
Native or Bilingual Proficiency

Mandarin
Native or Bilingual Proficiency

Cantonese
Professional Working Proficiency

CERTIFICATES

Google Analytics
Individual
(01/2020 - 01/2021)

Google Ads (Search,
Display, Shopping)
(01/2020 - 01/2021)

DIGITAL MARKETING PROJECTS

Reinventing Ricoh (10/2019)

- Identified critical SEO, UX issues with Ricoh
- Created content marketing strategy
- Tools used: Facebook Insights, Ubersuggest, Balsamiq, Google Keyword Planner, Google Trends

Heveya, Nature Meets Comfort (11/2019)

- Created a Google Ads strategy
- Strategized an email marketing campaign
- Tools used: Facebook Insights, Mailchimp, Google Ads, Google Analytics

Ar Belle, The Cute Singapore Rabbit (12/2019)

- Social Media Campaign
- Achieved 15% engagement and 100 followers within 2 weeks
- Tools used: Facebook Insights, Facebook Creator Studio, Canva, Adobe Photoshop

EDUCATION

Immersive Digital Marketing

General Assembly (10/2019 - 01/2020)

- Courses: Marketing Strategy, SEO, SEM, UX, Content Marketing, Inbound marketing, Email campaigns, Social Media campaigns

Business Management, Major: Marketing

Singapore Management University (08/2004 - 01/2008)

WORK EXPERIENCE

Performance Specialist, Co-founder

SimplyWerks (05/2020 - Present)

Digital Marketing Company

- SEO audit for potential clients.
- Research and analyze the industry, market and competitors.
- Develop different marketing pricing plans based on client's needs.
- Successfully launched 3 websites in 3 different industries
- Increased the website traffic on average by about 200%

Sales Executive

WWRC Singapore (12/2017 - 03/2019)

Chemical trading Firm

- Build business by identifying prospects; maintaining relationships with clients
- Handle major customers such as ExxonMobil with a total budget amounting to S\$3,600,000.
- Brought back sales from Solvay Singapore with a total sales figure of U\$200,000.
- Developed new sales for Calcium Carbonate for Changchun Singapore in VAE
- Industry amounting to S\$666,000 per year.

Business Coordinator

WWRC Singapore (06/2009 - 12/2017)

Chemical trading Firm

- Successfully implemented SAP system
- Reduced warehouse storage cost by almost 70%