

Nadya Wong Ru Fen

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SUMMARY

Marketing & Communications professional with 2+ years of experience developing and executing multi-channel campaigns, including social media, content marketing, and paid advertising. Skilled in audience research and stakeholder collaboration, delivering measurable outcomes such as a 300% increase in website traffic from organic social content.

EXPERIENCE

Marketing & Communications Senior Executive

Jan 2023 – Present

National Institute of Early Childhood Development

- Spearheaded an end-to-end strategic partnership with a local content producer, resulting in a branded content campaign that generated over 700k reach and 4k engagements, exceeding performance benchmarks.
- Developed and executed a data-driven social media strategy that resulted in a 300% increase in website traffic from organic social within 12 months, alongside a 70% growth in LinkedIn followers, 30% on Instagram, and 10% on Facebook.
- Secured 15 media placements through proactive media outreach and managed 14 additional placements by effectively handling media inquiries, resulting in a 170% increase in overall media coverage.
- Conducted market research initiatives, including surveys and focus group discussions, to uncover audience insights that directly informed C-suite decision-making and shaped key marketing strategies.
- Led cross-functional collaborations with Sales and Product teams by facilitating regular meetings to align on marketing strategies and streamlining campaign tracking processes, resulting in a 40% increase in website traffic.
- Analysed KPIs across all digital channels (search, social, display) and optimised campaigns through A/B testing, resulting in improved CTR, higher lead generation, and enhanced audience engagement.
- Managed external vendors and stakeholders to produce high-quality marketing collateral under tight deadlines, including brochures and event booths, ensuring brand consistency and messaging across all touchpoints.

Social Media Marketing Intern

Jul 2020 – Dec 2020

We Are Solstice Pte Ltd (Agency)

- Created engaging social media content calendars for clients (Yakult Singapore, SongHe Rice, Singapore Chinese Cultural Centre), partnering closely with them to refine content aligned with brand objectives.
- Conceptualised and launched interactive online games as part of digital marketing campaigns, boosting brand visibility.
- Collaborated with copywriters and graphic designers to deliver timely creative assets that adhered to brand guidelines.

Corporate Communications Intern

Mar 2017 – Aug 2017

Energy Market Authority

- Led a social media giveaway that resulted in a 35% increase in Facebook page likes and expanded audience reach.
- Designed user-friendly infographics that simplified complex energy-related topics, enhancing public understanding and audience engagement.

EDUCATION

Bachelor of Social Sciences (Honours) in Communications and New Media

2018 – 2022

National University of Singapore

- CGPA: 4.61/5.00 (Highest Distinction)
- Publicity Head of NUS Esports: Increased Instagram followers by 1025% and membership from 100 to 900 through strategic social media campaigns, event planning, and content creation.

- CGPA: 3.64/4.00

SKILLS, CERTIFICATIONS & LANGUAGES

Skills:

- *Content Creation:* Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, InDesign, Lightroom), Canva, CapCut
- *Digital Marketing:* Meta Business Suite, Facebook Ads Manager, Google Ads, Google Analytics, Semrush

Certifications:

- Google Ads Search, WSQ Digital Marketing Analytics (Google Analytics), WSQ Search Engine Optimisation (SEO)

Languages:

- English (Native), Mandarin Chinese (Intermediate), Japanese (Intermediate – JLPT N3), Korean (Basic)