

## MICHELLE JEAN

MARKETING  
COPYWRITER

COPYCUP.NET  
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HULLEKENSSTRAAT 40, 9831 DEURLE, BELGIUM

### WORK EXPERIENCE

#### FREELANCE

Global  
July 2020 – Present

#### MARKETING COPYWRITER @ TEAM RESH / JAZ LAI PTE LTD

- + Creating original marketing content for this financial education company / brain-training enrichment company including websites, YouTube, Instagram, Facebook, Telegram, social media advertising, sales funnels and email marketing.
- + ClickFunnels landing page building, graphic design for corporate media and ad images, video scripting and editing, copywriting.

#### FREELANCE

Global  
2017 – Present

#### CONTENT CREATOR (VARIOUS)

- + Content creator (blog, social media, website) for global brands like Ecover, method, Vagisil, Okamoto, Pearlie White, Essential Magnesium, Rael, Euky Bear, Sparxo, Yuriyasa

#### TEMASEK POLYTECHNIC

Singapore  
2011 – 2016

#### CORPORATE COMMUNICATIONS OFFICER / ASSISTANT EDITOR

- + Development of marketing communication strategies across print, direct mail, web, social media, outdoor, radio and video platforms, including scriptwriting for radio and video ads
- + Editorial planning, content creation, editing, art direction, and leading a 7-person editorial and design team for a marketing magazine (circ: 300,000)
- + Corporate communication to external and internal audiences

#### POPULAR BOOK COMPANY

Singapore  
2008 – 2011

#### ADVERTISING & PROMOTIONS EXECUTIVE

- + Brand management for three different brands and marketing communications and copywriting across print, web, social media and outdoor platforms, as well as retail marketing
- + Loyalty marketing working closely with the CRM team (Conceptualised new member renewal reminder which saw an immediate 28% increase in sign-ups within a month)
- + Media relations, corporate communications and event management

#### MEDIACORP

Singapore  
2005 – 2007

#### SENIOR PROMOTIONS EXECUTIVE

- + Management of all promotional and commercial aspects on-air and off-air for two popular radio stations, Class 95FM and Gold 90.5FM
- +Scriptwriting for all open talks, commercials, trailers, roving reports, live broadcasts and ad-libs
- + Event management of The Subaru Challenge, Dating Again, Kids Workshop, Hard Rock Cafe events and the first radio reality series The Wedding Story
- + Worked with more than 300 companies from Audi to Kimberly Clark to help realise their on-air and off-air campaigns

#### OTHER JOBS

Singapore  
2004 – 2005

#### PR EXECUTIVE

- + Working closely with biomedical companies in Singapore as part of SP Integrated Marketing Communication Services

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### **FORMAL EDUCATION**

<b>UNIVERSITY OF SOUTH AUSTRALIA</b>	<b>BACHELOR OF ARTS IN COMMUNICATIONS AND MEDIA MANAGEMENT</b> (UNIVERSITY MERIT AWARD) 2005 - 2007
<b>TEMASEK POLYTECHNIC</b>	<b>DIPLOMA IN COMMUNICATIONS AND MEDIA MANAGEMENT</b> (DIRECTOR'S HONOURS LIST) 2001-2004

### **OTHER EDUCATION**

<b>PROFESSIONAL DEVELOPMENT IN 2020</b>	<b>JOHN LEE SOCIAL MEDIA &amp; BUSINESS BOOTCAMP</b> <b>TONY ROBBINS UNLEASH THE POWER WITHIN COPYWRITING MASTERY COURSE</b> <b>7-FIGURE MARKETING COPY BY SEAN VOSLER</b> <b>MILLION DOLLAR ADS BY PENG JOON</b>
<b>NANYANG ACADEMY OF FINE ARTS</b>	<b>SPECIALIST CERTIFICATE AND PROFESSIONAL CERTIFICATE IN VISUAL COMMUNICATIONS (2012)</b> Branding, publication design, logo design, and corporate identity
<b>BRITISH COUNCIL SINGAPORE</b>	<b>WRITE FORWARD ADVANCED CREATIVE WRITING COURSE BY BIRKBECK UNIVERSITY OF LONDON (2011)</b>
<b>ART &amp; CULTURE</b>	<b>SONGWRITING</b> Six songs written for creative showcases and national challenges <b>ART</b> Multiple art pieces showcased in art exhibitions in Singapore <b>DANCE</b> Classical ballet, Bollywood dance, certified Zumba dance instructor <b>TRAVEL</b> International outlook moulded by travel to more than 60 destinations <b>SOAPMAKING</b> Artisanal soapmaker and participant in local craft fairs <b>SPIRITUAL READINGS</b> Tarot reading and animal communication

### **REFERENCES**

FRANCESCA UNG +65 9017 9405 (TEAM RESH)  
BRENDAN WONG +65 9672 9672 (TEMASEK POLYTECHNIC)  
LYNN LEE +65 9139 4066 (POPULAR)