

MICHELLE JEAN

MARKETING
COPYWRITER

COPYCUP.NET
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MICHELLE.JEAN@GMAIL.COM
OPEN VELD 2/2, 9830 SINT-MARTENS-LATEM

WORK EXPERIENCE

FREELANCE

Global
2017 – Present

SEO COPYWRITER

+ SEO Copywriter (specialising in blogs & websites) for global brands like Ecover, method, Vagisil, Okamoto, Pearlie White, Essential Magnesium, Rael, Euky Bear, Sparxo, Yuriyasa, and also industries such as real estate, local businesses, cannabis, travel insurance, floristry, retail, wellness, lifestyle, etc.

FREELANCE

Global
July 2020
– Feb 2022

MARKETING COPYWRITER @ TEAM RESH / JAZ LAI PTE LTD

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

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, 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 and copywriting for three different brands
+ Marketing communications strategies across print, web, social media, outdoor
+ 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: open talks, commercials, trailers, roving reports, live broadcasts, 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

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

OTHER EDUCATION

LANGUAGE	CVO Dutch classes: Graduated with Level 10 certificate (CEFR Level C1)
PROFESSIONAL DEVELOPMENT IN 2020	JOHN LEE SOCIAL MEDIA & BUSINESS BOOTCAMP TONY ROBBINS UNLEASH THE POWER WITHIN COPYWRITING MASTERY COURSE 7-FIGURE MARKETING COPY BY SEAN VOSLER
NANYANG ACADEMY OF FINE ARTS	SPECIALIST CERTIFICATE AND PROFESSIONAL CERTIFICATE IN VISUAL COMMUNICATIONS (2012) Branding, publication design, logo design, and corporate identity
BRITISH COUNCIL SINGAPORE	WRITE FORWARD ADVANCED CREATIVE WRITING COURSE BY BIRKBECK UNIVERSITY OF LONDON (2011)
ART & CULTURE	SONGWRITING Six songs written for creative showcases and national challenges ART Multiple art pieces showcased in art exhibitions in Singapore DANCE Classical ballet, Bollywood dance, certified Zumba dance instructor TRAVEL International outlook moulded by travel to more than 60 destinations SOAPMAKING Artisanal soapmaker and participant in local craft fairs SPIRITUAL READINGS Tarot reading and animal communication

REFERENCES

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