

# PRISCILLA LEE

SOCIAL MEDIA MANAGER & CONTENT CREATOR

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## ABOUT ME

An experienced and digital-savvy social media manager with strong writing, video production and editing skills. Passionate, curious and proactive with a genuine interest in all things, especially unique and unheard of stories. Always excited to find new ways to engage, educate and inspire via social media strategy and content.

## SKILLS

- Social Media Management (TikTok, Instagram, Youtube, Twitter, Pinterest)
- Social Media Strategy
- Newsletter Strategy (Klaviyo)
- Content Creation
- SEO and WordPress
- Canva
- CapCut, InShot
- Media Monitoring
- Content and Copywriting
- Community Management
- Photography
- Videography
- Video Editing
- Meta Ads
- Influencer Marketing
- Email Marketing
- Adobe Creative Suite (Lightroom, Photoshop, Premiere Pro, InDesign)

## EDUCATION

### TEMASEK POLYTECHNIC, SINGAPORE

Diploma In Communications and Media Management

### HAI SING CATHOLIC SCHOOL, SINGAPORE

Secondary school diploma

## RELEVANT WORK EXPERIENCE

### FREE-LANCE **SACHI SKIN** SOCIAL MEDIA LEAD & MARKETING MANAGER

- In charge of the brand's Social Media & Marketing efforts (Instagram, TikTok, Twitter, YouTube)
- Managing a team of creatives to ensure all work are accomplished via project management and efficient work processes
- Content Strategy, ideation and creation for all Social Media channels
- Executing marketing campaigns: product launches, giveaways and collaborations, email marketing, blog writing, copy editing, influencer marketing

### APR - AUG 2022 **STOYO GMBH (AVERIE)** JUNIOR SOCIAL MEDIA MANAGER

- Responsible for social media strategy, content creation and execution: Instagram (149K followers), TikTok and Pinterest
- Created high quality and on-brand multimedia content by collaborating with Sourcing, Content and Design team
- Content strategy and planning, including research of trends, competitors and markets, leading to organic increase of followers and engagement rate (+15k followers, +4.3% engagement rate)
- Monitor, track, analyze and report on performance of social media

### AUG - FEB 2022 **STACKED HOMES** TIKTOK SOCIAL MEDIA SPECIALIST

- Oversee content strategy and planning for TikTok channel
- Producing and editing videos about real estate
- Manage TikTok, including scheduling and publishing of posts & community management
- Built the brand's presence on TikTok from the ground up (50k followers in under 3 months, total of 5 million views and counting)

### FEB - JULY 2021 **THE TRAVEL INTERN** WRITER AND SOCIAL MEDIA STRATEGIST

- Pitched and wrote articles (travel and profile pieces)
- Manage social media platforms, including scheduling, and publishing of posts/campaigns, advertising spend, channel strategy, design, and community management
- Hosted and starred in a Travel Series: 'Urban Explorers' that went on to air on Mediacorp (Singapore's largest TV channel)
- Create multimedia content for social media and website
- Generated creative marketing ideas for client pitches and company projects

### 2018 - 2019 **GRVTY MEDIA / MILLENNIALS OF SINGAPORE** JUNIOR VIDEO EDITOR

- Generated creative marketing ideas for client pitches
- Produced, directed, shot and edited videos about subcultures and interesting profiles for Millennials of Singapore, leading to millions of views on Facebook and YouTube
- Shot and edited marketing videos for the agency's clients
  - Notable clients: DBS, Visa, Singapore Tourism Board