

I AM VISIBLE

A BRANDED PLATFORM POWERED BY FLOWER OF LIFE PTE LTD

Huang Huilin Juvena is a valuable member of our team, she has a positive learning attitude and demonstrated great leadership skills, people oriented and demonstrated great initiative to support her teammates to feel motivated. She actively participated in the tasks and strategies to achieve the defined goals.

They include and not limited to -

- Video Storytelling
 - Demonstrated vast knowledge of camera, shooting and filming, with a good eye of angles and aesthetic to convey desired message.

- Digital Marketing
 - Has good sound knowledge of the latest digital marketing trends, tips and know-how of various social media platforms like FB, Insta, Tiktok.
 - Sound knowledge of copy writing and competently designed a series of social media posts and reels for user engagement, resulted with an increase of 200% in social media followers within a short duration for a campaign.

- Branding
 - Created a branding guide to strengthen brand image across various digital real estates. Eg, social media and website.

- Events Management
 - End-to-end event's planning and management. People oriented and built great relationship with various stakeholders.

- Marketing
 - Email marketing and outreach with various stakeholders for launch of the inaugural "DO YOU SEE ME? – A Migrants' Storytelling Showcase, that had garnered various media features.

- Tech Savvy
 - Sound knowledge of various online tools and platforms to streamline business processes and encouraged collaboration between team mates remotely. Eg, Notion, Canva, etc.

I have been consistently impressed with Huilin's upbeat and positive attitude. She is organized and enthusiastic co-worker who consistently goes the extra miles to deliver, displaying a strong dedication and commitment to excellence.

Please do not hesitate to contact me for any further information.

Sincerely,

Chua Ning Pei

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