



# CELESTE LOW

Content Marketing Specialist

+60 16 445 2915

celeste.xylo@gmail.com

@celeste\_0308

Malaysia

## EDUCATION

UOW Malaysia KDU Penang  
University College  
**BA (Hons) in Public Relations**  
2021-2023

- **First Class Honours**
- CGPA 3.71

UOW Malaysia KDU Penang  
University College  
**Diploma in Mass Communication**  
2018-2020

- **Distinction**
- CGPA 3.51
- 2x Dean's List

SMJK Heng Ee  
Science Stream

SPM Results  
8As

## EXPERTISE

- Project Management
- Social Media Marketing
- Branding
- Copywriting
- Event Planning & Budgeting
- Client Management
- Content Marketing
- Advertising
- Sales
- Event Coordinating & On Site

## WORKING EXPERIENCE

I have extensive experience in leading and managing a diverse team of around 10 professionals, including content marketers, performance marketers, graphic designers, photographers, and videographers, to run a comprehensive marketing agency.

We provide a one-stop solution for our clients, covering everything from market research and targeting potential clients to closing sales and liaising with clients. Our services encompass creating social media contents, handling social media ads, photoshoots, videoshoots, graphic designs, and maintaining daily connections with our clients to ensure continuous progress on their social media.

Our clientele base, which includes around 30 businesses from the F&B, services, and retail sectors, benefits from our holistic and integrated approach to marketing.

## SOFT SKILLS

- **Knows 3 Languages (English, Mandarin, Malay)**
- **Knows 2 Dialects (Hokkien, Cantonese)**
- **Strong Communication & Listening Skills:** Able to convey ideas clearly and persuasively in both written and verbal formats. Strong listening skills to understand client needs and team inputs.
- **Inspirational Leadership Skills:** Inspire and guide team members to achieve common goals. Provide constructive feedback and support to foster professional growth.
- **Efficient Time Management:** Efficiently manage multiple projects and deadlines. Prioritize tasks to ensure timely completion of marketing activities.
- **Strategic Problem Solving Skills:** Able to analyze challenges and develop practical solutions. Strategic thinking to overcome obstacles and achieve marketing goals.
- **Strong Networking:** Having the skill to build and maintain professional relationships that can provide support, information, and opportunities with clients.
- **Innovative Creativity:** Innovative thinking to develop unique marketing campaigns and solve problems creatively. Able to generate fresh content ideas and marketing strategies.
- **Effective Collaboration:** Teamwork skills to work effectively with colleagues from different departments. Able to foster a cooperative and supportive work environment.

## SKILLS & EXPERIENCES

- May 2023- Present  
TTM Creative 360 (Marketing Agency)  
**Marketing Specialist**
  - **Starting Up the Agency from Scratch:** Played a pivotal role in launching TTM Creative 360 by developing the agency's name, crafting the brand identity and logo, and establishing efficient systems and standard operating procedures. My efforts successfully transformed the initial concept into a fully functioning agency with a robust foundation for growth and success.
  - **Team Management:** Oversee a diverse team of content marketers, performance marketers, graphic designers, videographers, and photographers, ensuring cohesive and productive collaboration.
  - **Client Communication:** Serve as the primary point of contact between the agency and clients, understanding their needs, providing regular updates, and managing expectations effectively.
  - **Project Coordination:** Supervise the execution of multiple marketing campaigns simultaneously, ensuring they align with client goals and adhere to timelines.
  - **Sales, Budgeting & Billing:** Identify potential clients, manage project budgets to ensure agency profitability, and oversee the billing process to maintain financial health.
  - **Pitching and Proposals:** Develop compelling proposals and pitches to secure new business opportunities with potential clients.
  - **Content Creation & Copywriting:** Produce high-quality content and copywriting tailored for social media platforms, enhancing the agency's online presence.
  - **Event Management:** Organize and coordinate various events, including annual dinners, client promotional events, and anniversary celebrations, ensuring successful execution and positive client experiences.
  - **Documentation Responsibilities:** Agency Startup Documentation, Team Management Documentation, Client Communication Documentation, Project Coordination Documentation, Sales, Budgeting & Billing Documentation, Pitching and Proposals Documentation, Content Creation & Copywriting Documentation, Event Management Documentation, Legal and Compliance Documentation

## SKILLS & EXPERIENCES

○ Jan 2023- April 2023  
Bricks & Clicks (Digital Marketing Agency)

### Social Media Marketing Intern

- **Content Creation:** Create compelling content tailored to various social media platforms such as Facebook, Instagram, and Xiao Hong Shu. Craft well-written posts, captions, and headlines that capture the audience's attention and drive engagement. Ensure that the content is aligned with the brand's voice and messaging.
- **Social Media Strategy:** Work closely with the social media manager to develop comprehensive content strategies that support overall marketing objectives. This includes brainstorming ideas, setting goals, and planning campaigns. Plan and manage a content calendar to ensure timely and consistent posting across all social media platforms. Stay updated with the latest social media trends, tools, and best practices. Incorporate relevant trends into the strategy to keep the brand's social media presence fresh and engaging.
- **Influencer Marketing:** Research and identify potential influencers who align with the brand's values and target audience. Reach out to selected influencers to establish relationships and explore collaboration opportunities. Coordinate and manage influencer collaborations to ensure successful campaign execution.
- **Prepare Pitching Proposals:** Develop detailed proposals for potential client pitches, outlining strategic approaches and anticipated outcomes. Ensure proposals are tailored to the specific needs and goals of each client. Highlight innovative and effective marketing strategies in the proposals.

○ May 2022- Dec 2022  
TTM Management Services PLT

### Marketing Executive

- **Market Research:** Conduct thorough research on market trends, consumer needs, and competitor activities to inform and shape effective marketing strategies.
- **Campaign Development:** Assist in creating and executing multi-channel marketing campaigns across digital, social media, print, and events, ensuring alignment with overall marketing objectives.
- **Content Creation:** Develop engaging and high-quality content for various marketing materials, including social media posts, blog articles, email campaigns, and promotional materials, to enhance brand communication and engagement.
- **Project Coordination:** Oversee the execution of multiple marketing campaigns simultaneously, ensuring they align with client goals and adhere to timelines.
- **Event Coordination:** Support the planning and execution of events and promotional activities to increase brand visibility and foster engagement with the target audience.

○ July 2020- September 2020  
VeecoTech (Software & App Development Agency)

### Digital Marketing Specialist Intern

- **Content Creation:** Creates and optimizes content for various digital channels, including social media, blogs, websites, and webinars.
- **Visual Content Collaboration:** Collaborate closely with graphic designers to create visuals that complement written content and enhance engagement across various digital channels.
- **Web Content Collaboration:** Work closely with web developers to integrate compelling copywriting into website design, ensuring seamless user experience and effective communication of brand messaging.
- **Email Marketing:** Assist in the development and execution of email marketing campaigns, including creating newsletters and analyzing campaign performance.
- **Copywriting:** Create persuasive and compelling written content for websites, social media, and other marketing materials with the goal of inspiring action.
- **Webinar Hosting:** Support the planning, promotion, and execution of webinars, including developing presentation materials, coordinating with speakers, and managing attendee interactions.

## ○ Social Media Campaign Proposals

<https://drive.google.com/drive/folders/1ykiDMKMMa73nXLbfRXdlFiIS2dwTJ2iL?usp=sharing>

## ○ Influencer Marketing

<https://docs.google.com/document/d/1qjDNYC8eQPyPMVrUyTaY3VF4wCszYnYhC6VFTAXDE8/edit?usp=sharing>

## ○ Documentation Templates

[https://drive.google.com/drive/folders/1hxFwRXGL0pSVOKh6f2Ep8J8X8vSADUMJ?usp=drive\\_link](https://drive.google.com/drive/folders/1hxFwRXGL0pSVOKh6f2Ep8J8X8vSADUMJ?usp=drive_link)

## ○ Social Media Contents

- **TTM Creative 360:**  
[https://www.instagram.com/ttm\\_creative360/?hl=en](https://www.instagram.com/ttm_creative360/?hl=en)
- **9shot Bar:**  
<https://www.instagram.com/9shotbar/?hl=en>
- **Master Jack Pot:**  
<https://www.instagram.com/masterjackpotkh/?hl=en>
- **Wohoo Pets Grooming Centre:**  
<https://www.instagram.com/wohoopets/?hl=en>
- **Inherit Taste Patisserie:**  
[https://www.instagram.com/inherittaste\\_my/?hl=en](https://www.instagram.com/inherittaste_my/?hl=en)
- **Wooden Wagon Penang:**  
<https://www.instagram.com/woodenwagonrestaurantpenang/?hl=en>
- **Fumi Honey House:**  
<https://www.instagram.com/fumihoneyhouse/?hl=en>
- **San Dian San Meet Penang:**  
[https://www.instagram.com/sandiansanmeet\\_pg/?hl=en](https://www.instagram.com/sandiansanmeet_pg/?hl=en)

## ○ Annual Dinner Events

- **Reunite · Rebond · Rekindle Annual Dinner:**  
<https://www.youtube.com/watch?v=QUafCgmDtFE>
- **TTM Disco Party:**  
<https://www.youtube.com/watch?v=3B6-at4vgdA>

# REFERENCES

## ○ Mr. Joshua Tan Shu Kai

### **HR Executive of TTM Creative 360**

18-33-A3, Gurney Tower, 10250 Gurney Drive, Pulau Pinang.  
+6016 552 6178

## Mr. Teoh Wei Yee

### **Secretary of TTM Management Services PLT**

1-2-21, Tingkat Kenari 5, Kenari Avenue, Sungai Ara, 11900 Bayan Lepas, Penang.  
+6012 205 3406

## Alain Lye

### **Managing Director of VeecoTech**

11A, Persiaran Pantai Jerjak 6, 11900 Bayan Lepas, Penang.  
+6019 640 0666

## Mr. Andrew Wilfred

### **Lecturer in UOW Malaysia KDU Penang University College**

32, Jalan Anson, 10400 Penang Malaysia  
+60 12-229 1884  
andrew.wilfred@kdupg.edu.my