

Claire Mei Ching McColl

Location Singapore
Mobile +65 9857 8580
Email claire.mccoll@u.nus.edu
LinkedIn [linkedin.com/in/clairemccoll](https://www.linkedin.com/in/clairemccoll)
Skype ID bit.ly/skypewithclaire
Website bit.ly/claireonlineresume



PERSONAL STATEMENT

I am a purpose-driven, committed and collaborative digital marketing and Search Engine Optimisation (SEO) specialist with a Diploma in Advertising and Public Relations, currently pursuing a Bachelor of Arts in Sociology. On top of that, I have prior experience working in various fields and specialisations such as advertising, digital marketing, SEO and event planning. I am hoping to utilise the skills gained from my past professional experiences for my next challenge in the field of web analytics, SEO or digital marketing within an energetic, progressive and innovative enterprise.

WORK EXPERIENCE

The highlights of my professional experience include working with Techstars to organise one of the biggest start-up hackathons in Asia – Startup Weekend Singapore. I created interactive and engaging content across all social channels and engaged in partnership efforts connecting stakeholders in the local startup ecosystem to Startup Weekend Singapore. I also explored the world of SEO during my stint at Appiloque Digital Marketing Agency where I applied knowledge of quality content, accurate keywords, meta tags and Google's web optimisation practices enabling our clients to rise up Google's search engine rankings. Last but not least, building on the skills and knowledge gained from my diploma, I lead a team of 17 coursemates to execute a Public Relations campaign for the Ministry of National Development Singapore. On top of that, I worked in one of the largest and most disruptive advertising agencies worldwide, TBWA\Singapore. At TBWA, I supported the regional accounts team in executing exceptional product launches and branding campaigns for brands such as Michelin, Spotify, PlayStation, Nando's and L'Oreal.

SKILLS

Two valuable skills I gained during my internships are organisational skills and working effectively in teams. As a member of the social media team of Startup Weekend Singapore, we had to find ways to utilise our strengths and expertise in order to create the best content and ideas for our socials. I was able to contribute skills in SEO, witty copywriting and ideas on how to boost engagement with university students and hackers. This complemented my team-mates excellent skills in graphic design, video production and SEM. To demonstrate my organisational skills, during my time at Appiloque, I undertook the task of creating documentation reports on website maintenance and SEO best practice strategies for our clients and future interns of the company. I was lauded by my supervisor and one of our clients, a video production company, for the ease of use and understanding of my reports due to the clear and coherent organisation of content. At Appiloque, I also gained a suite of technical skills in Google Analytics, Data Studio, Search Console, Wordpress and online SEO competitive research and analytics tools such as KWFinder and SEMRush.

WHY YOU SHOULD HIRE ME

The value I bring to my next company is my unique skill set, that is, a nexus between the technical and communicative aspects of digital marketing. I also offer my interpersonal strengths of being an effective communicator, a strategic organiser, a keen learner and most importantly, a highly motivated team player. I look forward to building my skills in the ever-changing world of digital marketing, utilising my skills in SEO, social media within an innovative, exciting company.

EDUCATION

Aug 2017 - Present	National University of Singapore — Faculty of Arts & Social Sciences <i>Bachelor of Arts (Honours) in Sociology</i> <ul style="list-style-type: none">• Current Cumulative Average Point: 4.17/5.00	Singapore
Apr 2014 - May 2017	Ngee Ann Polytechnic — School of Film & Media Studies <i>Diploma (with Merit) in Advertising and Public Relations</i> <ul style="list-style-type: none">• Top 10% of Graduating Cohort• Graduating Grade Point Average: 3.75/4.00 <i>(Course details in Appendix A)</i>	Singapore

PROFESSIONAL EXPERIENCE

Jan 2018 - Nov 2018	Techstars Startup Weekend Singapore <i>Social Media, Publicity & Community Partnerships Lead</i> <ul style="list-style-type: none">• Planned, designed, created and managed weekly graphics, copy and captions ranging from promotional content to industry trends on Startup Weekend Singapore's social media channels.• Reached out to over 100 local media and start-up organisations seeking collaborations and partnerships.• Liaised with main event sponsor, GovTech Singapore and Singapore Tourism Board for the successful installation of 20 street advertising banners along Singapore's busiest shopping street, Orchard Road.	Singapore
May 2018 - Aug 2018	Appiloque Digital Marketing Agency Singapore <i>Search Engine Optimisation Intern</i> <ul style="list-style-type: none">• Crafted SEO data analysis reports using Google Marketing Platform tools and online SEO Keyword analytics tools for new business acquisitions.• Reviewed and improved client websites by conducting onsite optimisation projects and plugin fixes on Wordpress.• Identified powerful keywords and search trends to drive valuable traffic to our clients.• Formulated SEO documentations and reports for clients and future interns.	Singapore
Sep 2016 - Apr 2017	TBWA\ Group Singapore <i>Account Management Intern</i> <ul style="list-style-type: none">• Corresponded with local and regional clients for timeline updates, approval of creative collaterals and meeting recaps.• Wrote effective and inspiring creative briefs for Art Directors and Copywriters.• Analysed and reported weekly industry trends and consumer insights.• Conducted and pitched competitive landscape analysis for new clients.	Singapore

Apr 2016 - Aug 2016	Ministry of National Development <i>Project Director for Ken You Do It Campaign</i>	Singapore
	<ul style="list-style-type: none"> Generated a total of 503 downloads on the OneService mobile application and 1563 followers across all campaign social media platforms. Crafted interim and final campaign pitch decks, infographic reports and proposals. Met with clients and course supervisors for project updates, feedback and approvals. Facilitated strategic ideation sessions and internal work-in-progress meetings. 	

VOLUNTARY EXPERIENCE & EXTRACURRICULAR ACTIVITIES

Jan 2019 - Present	National University of Singapore — AIESEC (Association Internationale des Étudiants en Sciences Économiques et Commerciales) <i>Outgoing Global Volunteer Department</i>	Singapore
	<ul style="list-style-type: none"> Management and guidance of 5 to 10 exchange participants embarking on overseas voluntary projects. Organisation of campus wide publicity events for students interested in global voluntary projects. 	
Dec 2018 - Jan 2019	Bancos De Alimentos De México (Food Banks of Mexico) <i>International Volunteer</i>	Morelos, Mexico
	<ul style="list-style-type: none"> Distributed food packages and engaged in advocacy programmes reaching out to less fortunate communities affected by 2018 Oaxaca earthquake. Designed Excel spreadsheets to organise monthly financial donations. Recommended marketing strategies to boost awareness of the Food bank. 	
Aug 2017 - May 2018	National University of Singapore — Sheares Hall (Student Residence)	Singapore
	<ul style="list-style-type: none"> Awarded Most Valuable Player for Women's Floorball Club Member of Women's Touch Rugby Club Lights and Sound Lead for Cultural Management Board Tech/AV Team 	
Apr 2014 - May 2017	Ngee Ann Polytechnic	Singapore
	<ul style="list-style-type: none"> Awarded Gold Certificate of Achievement in Co-Curricular Activities Clinched 3rd Place at 2015 Inter-Polytechnic Games for Women's Field Hockey Member of School of Film and Media Studies Ambassadorial Unit Member of Red Cross Youth Club 	

SCHOLASTIC ACHIEVEMENTS

Apr 2014 - May 2017	Ngee Ann Polytechnic — School of Film and Media Studies <i>Director's List</i> <ul style="list-style-type: none"> Listed 3 out of 6 semesters during my time at Ngee Ann Polytechnic <i>Most Outstanding Academic Performance</i> <ul style="list-style-type: none"> Ranked 2nd Most Outstanding in my 1st year Ranked 1st Most Outstanding in my 2nd year <i>Top in Cohort for Modules:</i> <ul style="list-style-type: none"> Capstone Project (Final Year Project) Agency Business Management Introduction to Public Relations Public Relations in the Media Issues and Crisis Management Presentation Skills Visual Communication Broadcast Media Production Career and Professional Preparation <i>Merit Scholarship</i> <ul style="list-style-type: none"> Awarded in 2014, 2015 and 2016 for excellent academic performance 	Singapore
Sep 2016	Dentsu Aegis Scholarship	Singapore
Jul 2015, Jul 2016	Association of Accredited Advertising Agents Singapore — Crowbar Awards <ul style="list-style-type: none"> 24 Hour Crowbar Advertising Challenge 2015 (Finalists) 24 Hour Crowbar Advertising Challenge 2016 (Consolation Prize) 	Singapore

SKILL SETS

Industry Knowledge	Client Servicing/Account Management Digital Marketing Social Media Content Creation Strategic Market Research & Ideation Search Engine Optimisation Web Analytics Event Planning Copywriting Graphic Design	Proficient Proficient Proficient Proficient Intermediate Intermediate Intermediate Intermediate Intermediate
Interpersonal Capabilities	Detail-Orientation Communication Presentation Skills Adaptability Teamwork & Collaboration Negotiation	Proficient Proficient Proficient Proficient Proficient Intermediate

SEO Google Tools	Analytics	Intermediate
	Data Studio	Intermediate
	Search Console	Intermediate
	Tag Manager	Basic
	Webmaster Tools	Basic
	Page Speed Insights	Basic
SEO Web Tools	KWFinder	Proficient
	SEMRush	Proficient
	Wordpress	Proficient
Adobe Creative Suite	Photoshop CS6	Intermediate
	InDesign CS6	Intermediate
	Illustrator CS6	Basic
	Dreamweaver CS4	Basic
Office Productivity	Microsoft: Word, PowerPoint, Excel	Proficient
	Apple: Keynote, Pages, Numbers, iMovie	Proficient
	Slack	Proficient
	MailChimp	Proficient
	Canva	Proficient
	Wix	Proficient
	MeisterTask	Basic
	Trello	Basic

LANGUAGE PROFICIENCY

Spoken	English	Fluent
	Mandarin	Intermediate
	Spanish	Basic
Written	English	Proficient
	Mandarin	Basic

DIPLOMA: ADVERTISING AND PUBLIC RELATIONS**CUMULATIVE GPA: 3.75 / 4.00**

Year	Year/Semester	Course Description	Grades
Apr 2014 – Aug 2014	Year 1/Semester 1	Introduction to Public Relations	AD
		Presentation Skills	AD
		Exploring Contemporary Issues	B+
		Social Psychology & Communication	B+
		Professional Communication	B+
		Introduction to Advertising	B
Oct 2014 – Feb 2015	Year 1/Semester 2	Broadcast Media Production	AD
		Visual Communication	AD
		Principles of Marketing Communication	A
		Media In Society	A
		Rich Media Design	B
Apr 2015 – Aug 2015	Year 2/Semester 1	Agency Business Management	AD
		Strategic Creative Process	A
		Strategic Media Planning	A
		Marketing Research	B+
		Advertising and Brand Management	B
Oct 2015 – Feb 2016	Year 2/Semester 2	Issues & Crisis Management	AD
		PR & The Media	AD
		Marketing PR	A
		Corporate Reputation Management	B+
		PR in Integrated Marketing Communications	B
Apr 2016 – Aug 2016	Year 3/Semester 1	Media Law	A
		Mass Media in Singapore and Asia	B+

Ngee Ann Polytechnic Grading Scale:

Grade	Grade Point	Description	*Distinction Grade (AD) is awarded to the top 5% of the entire cohort
AD*	4.0	Distinction	
A+	4.0	Excellent	
A	4.0	Excellent	
B+	3.5	Very Good	
B	3.0	Very Good	
C+	2.5	Good	
C	2.0	Good	
D+	1.5	Pass	
D	1.0	Pass	