

Hello! I'm Sheryl Ng

I specialise in marketing and graphic design.

16+ years in design & 6 years in marketing strategy make me a well-rounded creative strategist.

I've lead social media, digital campaigns, website design & brand development, further amplified by photography, videography & event expertise. I combine creativity with strategic thinking to deliver impactful results.



249 Jurong East St 24,
Singapore 600249



ngchianru@hotmail.com



97329034



itssherylng.com



Singaporean



Chinese

Experience

- **2024 - Present**
International Marketing Assistant Manager at Valour Pets Global
- **2024 - Present**
Brand & Marketing Consultant (Freelance) at Little Fawns and Doe & Mi
- **2022 - 2024**
Marketing Manager at Pei-Per Pte Ltd
- **2019 - 2022**
Senior Marketing Executive at Mapei Far East
- **2015 - 2019**
Senior Graphic Designer at Eastspring Investments

Education

- **2011 - 2012**
Royal Melbourne Institute of Technology (RMIT) – Bachelor of Design (Communication Design)

I am looking for a
Assistant Marketing Manager role

Software

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
InDesign	●	●	●	●	●
Premiere Pro	●	●	●	○	○
Acrobat	●	●	●	●	●
Microsoft Office	●	●	●	●	○
Canva	●	●	●	●	●

Hard skills

Branding
Publication
Prints
Packaging
Events
Photography
Video Production
Digital Marketing
SEO/SEM
SMM
AI Tools & Automation

Soft skills

Adaptability
Self-motivated
Keen learner
Teamwork
Creative thinking
Time management
Work ethic
Detail orientated
Communication
Independent

Interest

Photography Crafting Hiking Animals Gardening

Previous work responsibilities

● Valour Pets Global

Position: **International Marketing Assistant Manager**

Period: July 2024 – Present

Industry: Pet Food

Responsibilities:

Team & Strategic Leadership:

Spearheaded local marketing strategies across multiple pet brands while directly assisting regional teams across Singapore, Malaysia, Indonesia, and Vietnam to align cross-market campaigns and execution.

Regional & Export Market Support:

Delivered end-to-end marketing enablement and promotional assets for export clients across key international markets, including Australia, New Zealand, South Korea, Japan, and Hong Kong.

Developed tailored trade collateral, delivered regular brand and product updates to overseas clients, and managed ad placement for international publications like GlobalPETS.

Social Media & Campaign Management:

Directed multi-brand social media presence across Instagram, Facebook, and TikTok. Produced high-converting photography, videography, and marketing newsletters for core brands such as Aatas Cat and NUTRIPE.

E-commerce & Sales Support:

Supported e-commerce operations with optimised product imagery and onsite banners. Hosted live-streaming sessions on Shopee and TikTok to elevate product awareness and drive direct sales.

Events, CSR & Exhibitions: Planned and executed end-to-end brand events and exhibitions, including the Paws for a Cause charity initiative in support of SOSD Singapore.

Influencer & KOL Partnerships:

Managed end-to-end influencer and Key Opinion Leader (KOL) collaborations,

including campaigns via Pawjourr to expand brand visibility and community engagement across markets.

Website Management & UX: Maintained, updated, and optimized landing pages and websites for Aatas Cat, NUTRIPE, Link 2 Link, and Pets Club Singapore, including building the dedicated Paws for a Cause campaign page.

Budgeting & Performance Analytics:

Managed marketing budgets, tracked cross-channel expenses, and analyzed social performance metrics to continuously refine campaign ROI and strategic planning.

AI Integration & Automation: Leveraged AI tools to streamline copywriting, creative ideation, marketing calendar planning, and automated reporting, driving team execution efficiency.

● Little Fawns

Position: **Brand & Marketing Consultant (Freelance)**

Period: July 2024 – Present

Industry: Baby & Consumer Products

Responsibilities:

Brand Ownership & Strategy: Led end-to-end brand strategy, positioning, and execution for a baby and maternity brand.

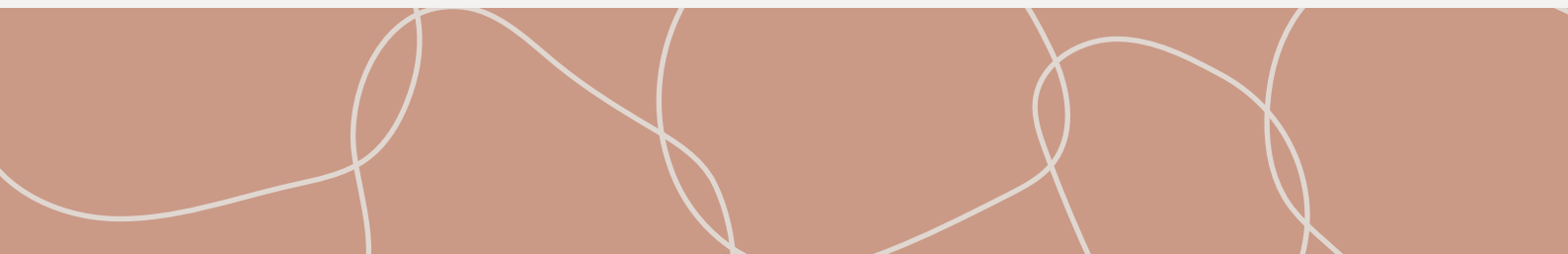
Sales & Commercial Support: Planned and executed pricing, promotions, and seasonal campaigns to support online and retail sales growth.

Marketing Planning & Calendars:

Developed annual brand plans and monthly marketing calendars aligned with sales objectives.

Digital & E-commerce Marketing: Managed website, social media, and digital campaigns to drive traffic, engagement, and conversion.

Product Launch & GTM: Led go-to-market planning for new products and collections, coordinating messaging, visuals, and promotional rollouts.



Previous work responsibilities

Vendor & Partner Management: Liaised with vendors and partners for production, marketing materials, and campaign execution.

Performance Tracking & Optimisation: Monitored campaign results and customer response to refine strategies and improve effectiveness.

● **Doe & Mi**

Position: **Brand & Marketing Consultant (Freelance)**

Period: July 2024 – Present

Industry: Skin Care for Baby & Pregnancy

Responsibilities:

Brand Positioning & Messaging: Developed brand messaging and premium positioning for a maternity skincare brand.

Integrated Marketing Campaigns: Planned and executed digital-led campaigns across social media, content, and brand touchpoints.

Product Marketing Support: Supported product launches through storytelling, pricing considerations, and GTM planning.

Founder & Stakeholder Collaboration: Worked closely with founders as a strategic marketing partner, aligning brand and commercial goals.

● **Pei Per Pte Ltd**

Position: **Marketing Manager**

Period: August 2022 – April 2024

Industry: Weddings, Events and Education

Responsibilities:

Branding & Creative: Led branding strategy and creative direction, designing marketing materials and managing campaigns to enhance brand visibility.

Digital Marketing: Oversaw digital marketing activities including website updates, analytics, social media, and vendor coordination to boost online engagement.

Education & Content Development:

Developed lesson plans and assisted in teaching children’s classes, while also producing educational and promotional content.

Photography, Videography & Events:

Delivered photography, videography, and floral styling support for events, contributing to both marketing content and client experiences.

Studio Operations & Brand Promotion:

Managed daily studio operations and implemented initiatives to promote brand awareness through events, partnerships, and outreach.

● **Mapei Far East**

Position: **Senior Marketing Executive**

Period: January 2019 – July 2022

Industry: Manufacturing

Responsibilities:

Digital Marketing: Led social media, SEM/SEO, blogs, websites, and landing page strategies; managed agency relationships and analytics tracking.

Branding & Design: Executed brand strategies; handled graphic design tasks and oversaw product packaging development.

Marketing Collateral: Produced brochures, sales materials, and video tutorials; managed product samples and binders.

Events & Seminars: Planned and coordinated CSR initiatives, exhibitions, webinars, and seminars; managed logistics and vendor relations.

Sales Support: Supported advertising and export communications; liaised with media and internal sales teams.

Technical & Admin: Maintained technical datasheets, CRM systems, newsletters, and training documentation; contributed to budgeting, merchandising, and ISO reporting.



Previous work responsibilities

- **Eastspring Investments**

Position: **Senior Graphic Designer**

Period: February 2015 – January 2019

Industry: Finance

Responsibilities:

Branding & Design: Led all design work including digital marketing assets, advertisements, and landing pages for investment funds.

Brand Strategy: Supported implementation of visibility and market positioning strategies.

Marketing Materials: Developed brochures, sales collateral, and photography for marketing campaigns.

Marketing Support: Designed internal newsletters and supported events and workshops.

Vendor Management: Sourced, negotiated, and coordinated with external vendors and suppliers.

