

# 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
- **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)
- **2006 - 2009**  
Temasek Polytechnic Diploma in Product & Industrial Design

I am looking for a  
**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  
CRM

### 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 & Strategy Leadership:** Lead the marketing team in developing and executing international and local marketing strategies across multiple brands.

**Social Media Management:** Managed brand presence on Instagram, Facebook, and TikTok; created and scheduled engaging content tailored to target audiences.

#### **E-commerce & Sales Support:**

Collaborated with the e-commerce team on product imagery and promotional materials; supported both retail and online marketing initiatives.

#### **Event & Exhibition Coordination:**

Planned and managed brand participation in events and trade exhibitions; liaised with vendors and partners to ensure successful execution.

#### **Content Creation & Campaigns:**

Produced photography and videography for campaigns, live-streamed on Shopee and TikTok, and developed marketing newsletters for Aatas Cat and NUTRIPE.

#### **Budget & Performance Management:**

Oversaw budget planning, tracked marketing expenses, and analyzed social media performance metrics to guide strategy.

**Influencer & KOL Marketing:** Managed collaborations with influencers and KOLs, including partnerships via Pawjournr, to enhance brand visibility and engagement.

**Website Management:** Maintained and updated websites and landing pages for Aatas Cat, NUTRIPE, Link 2 Link, and Pets Club Singapore.

**Export Market Support:** Provided marketing support to international clients and contributed content and advertisements for GlobalPETS publication.

### ● 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

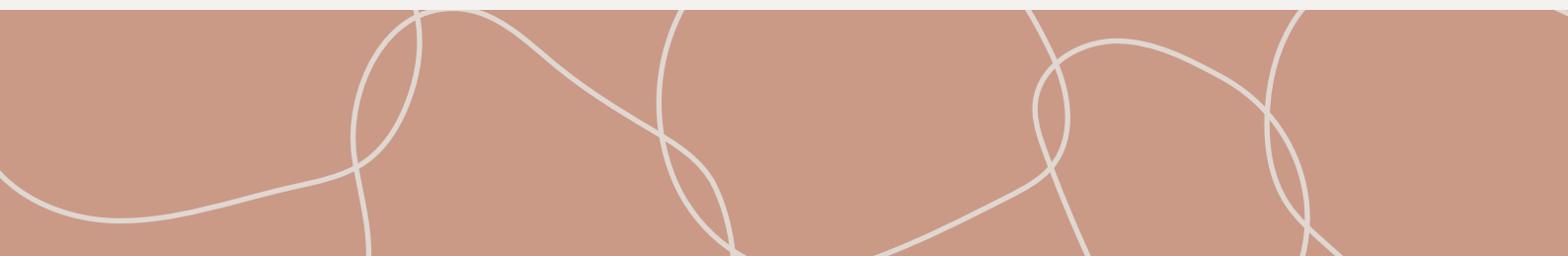
Position: **Senior Marketing Executive**

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.



## Previous work responsibilities

**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.

### ● 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.

