

Hello! I'm Sheryl Ng

I specialise in marketing and graphic design.

15+ years in design & 5 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

Experience

- **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
- **2012 - 2015**
Graphic Designer at Creative Vision

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
Senior Marketing Executive role

Software

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

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

● Pei Per Pte Ltd

Position: **Marketing Manager**

Period: August 2022 – April 2024

Industry: Weddings, Events and Education

Responsibilities:

Handled branding, design, and creative for marketing materials and campaigns.

Managed digital marketing, websites, analytics, vendor relationships and other staff, including overseeing 3-4 part-time employees.

Developed lesson plans and assisted with teaching for children's classes.

Provided photography, videography, and event floral support.

Oversaw studio operations and promoted brand awareness.

● Mapei Far East

Position: **Senior Marketing Executive**

Period: January 2019 – July 2022

Industry: Manufacturing

Responsibilities:

Digital Marketing: Managed all activities - social, SEM/SEO, blogs, websites, landing pages. Liaised with agencies, monitored analytics.

Branding & Design: Handled branding, graphic design roles. Implemented brand strategies. Oversaw product packaging design.

Marketing Materials: Created brochures, sales collateral. Managed product samples/binders. Produced video tutorials.

Events & Seminars: Organized CSR events, seminars, webinars, exhibitions. Handled logistics, vendors, event management and supervision.

Sales Support: Supported marketing efforts. Liaised with media for ads. Handled export communications.

Technical & Admin: Managed technical datasheets, CRM, newsletters, training. Conducted reporting, budgeting, merchandising. Assisted ISO reporting.

● Eastspring Investments

Position: **Senior Graphic Designer**

Period: February 2015 – January 2019

Industry: Finance

Responsibilities:

Branding & Design: Handled all branding/graphic design roles. Created digital marketing assets, ads, landing pages for funds.

Brand Strategy: Assisted in implementing strategies to boost visibility and market presence.

Marketing Materials: Produced brochures, sales collateral. Provided photography services.

Marketing Support: Supported workshops, events. Created newsletters and internal communications.

Vendor Management: Sourced and negotiated with external vendors/supplier.

● Creative Vision

Position: **Graphic Designer**

Position: Graphic Designer

Period: July 2012 – February 2015

Industry: Agency

Responsibilities:

Packaging Design: Handled all packaging artwork, liaised with printers, created mockups for FMCG clients.

Advertising: Developed ads across social media and print for FMCG brands.

In-Store Marketing: Created point-of-sale materials for supermarkets.

Campaign Support: Provided graphic design for FMCG client marketing campaigns.

Marketing Collateral: Designed brochures for clients.

Campaign Support: Supported FMCG clients with graphic design roles for marketing campaigns.

Marketing Collateral: Designed brochures for clients.