

SAMEO YONG FU JUN

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EXECUTIVE SUMMARY

A result-driven digital marketer who is competent in several sub-disciplines of digital marketing; Search Engine Optimisation (SEO), Search Engine Marketing (SEM/PPC), Social Media Marketing (SMM), analytics reporting. Experienced in handling SEO, SEM and SMM projects, crafting business proposals to address clients' needs, meeting marketing objectives and attaining a higher ROI.

I am seeking to extend my skill sets to help brands reach their desired marketing objectives in this fast-moving landscape.



CORE COMPETENCIES

- Search Engine Optimisation (SEO) & Search Engine Marketing (SEM): Keyword research, planning, copywriting, on-site and technical optimisation, Google Ads planning, creation, optimisation and troubleshooting, market analysis and research, analysis on client's landing page and reporting.
- Social Media Marketing (SMM): Facebook, Instagram Ads planning, creation, optimisation and troubleshooting, content pillar planning and targeting, market and competitor research, copywriting, and reporting.
- Understand and identify client's needs, provide critical analysis, insights and recommendations on current campaigns and future campaigns to help clients achieve high ROI in ads and meet marketing objectives.
- Ability to manage a website's backend management and troubleshoot errors.
- Craft marketing proposals with marketing strategies, market analysis, content planning, ads targeting to address underlying concerns and agenda of the client's issues and needs.
- Proficient in analytical tools & software: Google Analytics, Google Search Console, Facebook Ads Manager, Google Ads, SEMrush, Mangools, Screaming Frog, Advanced Web Ranking, WordPress and Shopify.
- Basic understanding of HTML, CSS.
- Analyse data and identify potential marketing trends through intensive market research to make the most informed decision in the interest of the client and company.
- Ability to work independently or in a team with strong interpersonal skills to communicate and coordinate deliverables with the internal team and stakeholders to meet deadlines.
- Willingness to experiment as strategies and targeting differ from client to client.

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CAREER ACHIEVEMENTS

- **Improved unique page views of website traffic by 51% within 5 days** through strategically placed marketing campaigns on social media platforms.
- **Reduced bounce rate by 22% and increased average session duration by 200%** by revamping blog pages and creating valuable blog posts.
- Optimised website's on-page and technical aspects that **reduced page size by 53% and decreased page speed by 1.5 seconds**.
- Improved **clicks to website by 51.9%** and **engagement by 600%** while **bringing down CPC by 50%** and **CPA by 14.81%** respectively by reworking target audience, testing creative formats, ads structure and duration.
- **Lowered Cost Per Click (CPC) by 45.75%** and **increased clicks by 60.40%** on Google Ads through keyword optimisation.

PROFESSIONAL EXPERIENCE

Appiloque Pte Ltd

Aug 2020 – Feb 2021

Digital Marketing Trainee (SG United Traineeship)

- Handled SEO projects on onsite and technical optimisation, keyword proposal, optimising copies and landing pages.
- Handled SMM projects on branding with organic content and media buy.
- Handled SEM projects to build brand awareness and drive sales.
- Understood client's needs and address them with insights, analytical reports and market perspectives backed by data.
- Managed website's backend thorough WordPress Content Management System (CMS) and troubleshooting for errors.
- Supported sales proposals with marketing strategies on SEO, SMM and SEM packages after intensive market analysis and research.
- Bridged teammates' knowledge gaps to complete tasks.
- Created internal SOP and guides to ensure that procedures are consistent and to improve the efficiency of the team.

Freelance Digital Marketer

Apr 2020 – Sept 2020

Freelance Digital Marketer

- Planned, executed and optimised marketing campaigns on Facebook and Instagram (SMM) for clients of different industries (Aesthetics, optician, interior design, E-commerce, F&B, finance and education).
- On-site and technical optimisation for clients of different industries (E-commerce, F&B, sports journalism and education).

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SGPomades Trading Pte Ltd

Jul 2019 – Oct 2019

Marketing Intern

- Management of marketplaces (Shopify, Shopee, Lazada, Redmart, Carousell).
- Planned, executed and optimised marketing campaigns on Facebook and Instagram (SMM).
- Wrote SEO focused marketing content for website and blog (SEO).
- Optimised Search and Remarketing ads on Google Ads (SEM).
- Identified upcoming trends through market and competitors research and analysis.
- Proposed and planned posting schedule with different content pillars.
- Streamlined operations to increase productivity and efficiency.
- Designed website banners, campaign creatives and product photography.

EDUCATION

Murdoch University

May 2017 – Oct 2019

- BBus in Marketing and International Business

Temasek Polytechnic

Apr 2011 – Oct 2014

- Diploma in Electrical Electronics Engineering (Robotics)

CERTIFICATIONS

Google

- Fundamentals of Digital Marketing, Google Analytics (Beginner and Advanced), Google Ads Display Certifications

Moz

- Backlink Basis, Local SEO Fundamentals, Page Optimisation, Reporting on SEO, SEO Fundamentals, Keyword Research

Stackskills

- The Complete SEO & Backlink Master Course

PROFESSIONAL REFERENCE

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