



Rachel Tang

2 Jalan Anak Bukit
Singapore 588997

(+65) 8742 7604

rachel.tang.xn@gmail.com
www.racheltangxn.com

ABOUT ME

Passionate marketing and communications professional with 5+ years of experience across agencies, e-commerce, and startups, seeking to develop business strategy skills.

SKILLS

HARD

Google Analytics	■ ■ ■ ■ ■
Google Ads	■ ■ ■ ■ ■
Microsoft Office	■ ■ ■ ■ ■
Adobe Creative Suite	■ ■ ■ ■ ■
CRM Software	■ ■ ■ ■ ■
Social Media Platforms	■ ■ ■ ■ ■

Soft

Communication	■ ■ ■ ■ ■
Photography	■ ■ ■ ■ ■
Copywriting	■ ■ ■ ■ ■
Market Research	■ ■ ■ ■ ■

RACHEL TANG

MARCOMS CONSULTANT

EXPERIENCE

(Singapore Sep 2019 – Dec 2020)

MARKETING & COMMUNICATIONS MANAGER Le Wagon

- Cultivated partnerships, relationships for B2B & B2C with corporations and alumni
- Developed and implemented digital marketing plans across email campaigns, social media and google ads, resulting in 15% increase in leads
- Success coached recent alumni resulting in job placements
- Content creation - PR, blog posts, social media, videos

(Singapore Feb 2018 – May 2019)

PERFORMANCE ACTIVATION EXECUTIVE iProspect

- Managed quarterly budget of 300K USD across Microsoft and Intel accounts, keeping within 98-99% while exceeding KPI goals by at least 5%
- Optimized media planning and reporting processes, reducing time spent by 15%
- Team lead on social platform knowledge and strategy in client communication
- Implemented digital campaigns and provided insights to tech clients which influenced strategy in wider business

(USA Nov 2016 – Nov 2017)

MARKETING SPECIALIST Aleva Stores

Across more than 10 e-commerce websites:

- SEO: drove targeted traffic creating leads and optimized pages that directly resulted in search ranking improvement (~37%) as well as traffic (> 50%) and sales (>7%) increase
- Compiled monthly digital and social marketing KPIs reports influencing marketing strategy
- Developed email marketing campaigns
- Coordinated and executed market research projects
- Curated social media content across Facebook, Twitter and Instagram
- Co-created manufacturer promo calendars and managed workflow across departments
- Launched, managed and optimized Amazon PPC campaigns, increased revenue by an average of 338% while decreasing cost to acquire customers by 18.5%

(USA Aug 2013 – May 2016)

PUBLIC RELATIONS EXECUTIVE MSU, COMARTSCI

- Collaborated with communications director in re-branding strategies for the department and college
- Generated analyses that improved SEO
- Produced content for AD+PR department and alumni relations
- Photography was used in college and university wide communication materials
- Managed and developed strategic plans for social media platforms including Facebook, Twitter, and Instagram consistently attaining high engagement

EDUCATION

Bachelor of Arts, Arts & Humanities | 2012-2016 Michigan State University
Bachelor of Arts, Journalism, Public Relations | 2012-2016 Michigan State University

AWARDS

College of Communication Arts & Sciences 2015-2016 Scholarship
George Brown Memorial Scholarship Award
John H. Krieg Scholarship
Best of MSU Journalism online photography 2nd & 3rd place
College of Communication Arts & Sciences Endowed Scholarship