

# ALICIA THIAM

## MARKETING EXECUTIVE

### CONTACT

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### EDUCATION

#### PRIMARY SCHOOL

Da Qiao Primary School  
2010-2015

#### SECONDARY SCHOOL

Serangoon Garden Secondary School  
2016-2019

#### POLYTECHNIC

Nanyang Polytechnic  
2020-2023

### SKILLS

Digital Marketing  
Social Media Management  
SEO & SEM  
Graphic Design  
Video Editing  
Web Design & Management  
Brand Management  
Campaign Management  
Event Management  
Public Relations

### SUMMARY

Experienced Marketing Executive with a diploma in Mass Media Management. Skilled in creating engaging marketing materials and executing digital campaigns, known for a cheerful, outgoing personality, and a passion for continuous learning and innovation.

### EXPERIENCE

#### CSR INTERN

CapitaLand  
2021-2021

- CSR Understanding & Application
- Project Management
  - Led and contributed to CSR initiatives such as #GivingAsOne, #Pen4Hope, and #LoveOurSeniors campaigns, effectively managing project timelines, resources, and stakeholders.
- Interpersonal & Collaboration Skills
- Networking & Professional Growth

#### CREATIVE INTERN

DollarsAndSense  
2022-2022

- Media Monitoring & Content Creation
- Graphic Design
- Video Production
- Social Media Management
- SEO Optimization

#### MARKETING EXECUTIVE

Brandt Asie Pte Ltd  
2023-2024

- Marketing Campaigns & Materials
- Event Coordination
- Managing Export Markets
- Social Media Management & Content Creation
- Showroom Maintenance