

I AM YI LING

BRAND BUILDER | MARKETING & SOCIAL MEDIA STRATEGIST | STORYTELLER

Treat Game Experiential Box

Trend-led PWP campaign designed to drive awareness of Omakase Pet's new treats line.

Scope: Pricing Strategy · Creative Direction · Stakeholder Management · KOL Management · Launch Execution

- Shaped campaign strategy to support the launch of our new treats line, balancing awareness with sales uplift objectives.
- Led creative assets and packaging development to ensure brand consistency and appeal.
- Coordinated KOL collaborations and ambassador drops to generate visibility and conversions during launch week.
- Achieved full redemption of the Treat Game snack box during the campaign period.



Beam Suntory Advent Calendar

02

Exclusive festive partnership and activation designed to drive brand awareness and seasonal uplift during the Christmas period.

Scope: Partnership Management · Pricing Strategy · Budget Management · Stakeholder Management · Creative Direction

- Led end-to-end campaign planning for Beam Suntory's Christmas Advent Calendar, shaping scope, budget, deliverables, and timelines.
- Primary liaison managing multi-stakeholder communications and approval workflows across brand, PR, vendors and internal teams.
- Oversaw creative direction and production workflows, coordinating vendors to ensure quality, feasibility, and on-time delivery.
- Partnered with PR teams to align campaign assets and timelines for media drops and festive visibility.



Maker's Mark Valentine's Day Campaign

Seasonal digital activation designed to drive awareness for Maker's Mark's personalised V-Day label bottles.

Scope: Campaign Strategy · Stakeholder Management · Budget Management · Creative Direction

- Secured A&P budget approval for a short-burst Valentine's Day campaign for Maker's Mark personalised label bottles.
- Consulted on campaign strategy to drive awareness and sales uplift through a custom microsite experience.
- Led development of custom microsite in collaboration with UI/UX teams, managing all design and creative assets.
- Coordinated with paid media teams to drive traffic to the microsite during the Valentine's sales window.
- Delivered over 578K impressions and 2.6K clicks within the one-week campaign period.

Maker's Mark ALCOHOL DELIVERY

ABOUT MAKER'S MARK PERSONALISED LABEL

CELEBRATE EVERY OCCASION

PERSONALISE YOUR BOTTLE

EVERYBODY LOVES MAKER'S

LEAVE YOUR MARK

Love your whoever

Mark Your Love. The Maker's Way.

Give the gift of a Maker's Mark bottle personalized with their name front and center. A reminder of your love and sincerity, for that special someone.

LET'S GET STARTED

Your name goes here!

Celebrate Your Valentine, Whether It's Your First or Tenth - There's a Label for Every Love Story.

Personalise Maker's Mark bottle for your loved one, a best friend, for anyone, for any reason in just a few simple steps!

PROOF YOUR LOVE

GrabMart Oktoberfest Beer Launch

04

Platform-exclusive debut beer launch developed in partnership with GrabMart to drive discovery and in-app sales during Oktoberfest.

Scope: Platform Partnership · Launch Strategy · Stakeholder Management · Budget Management

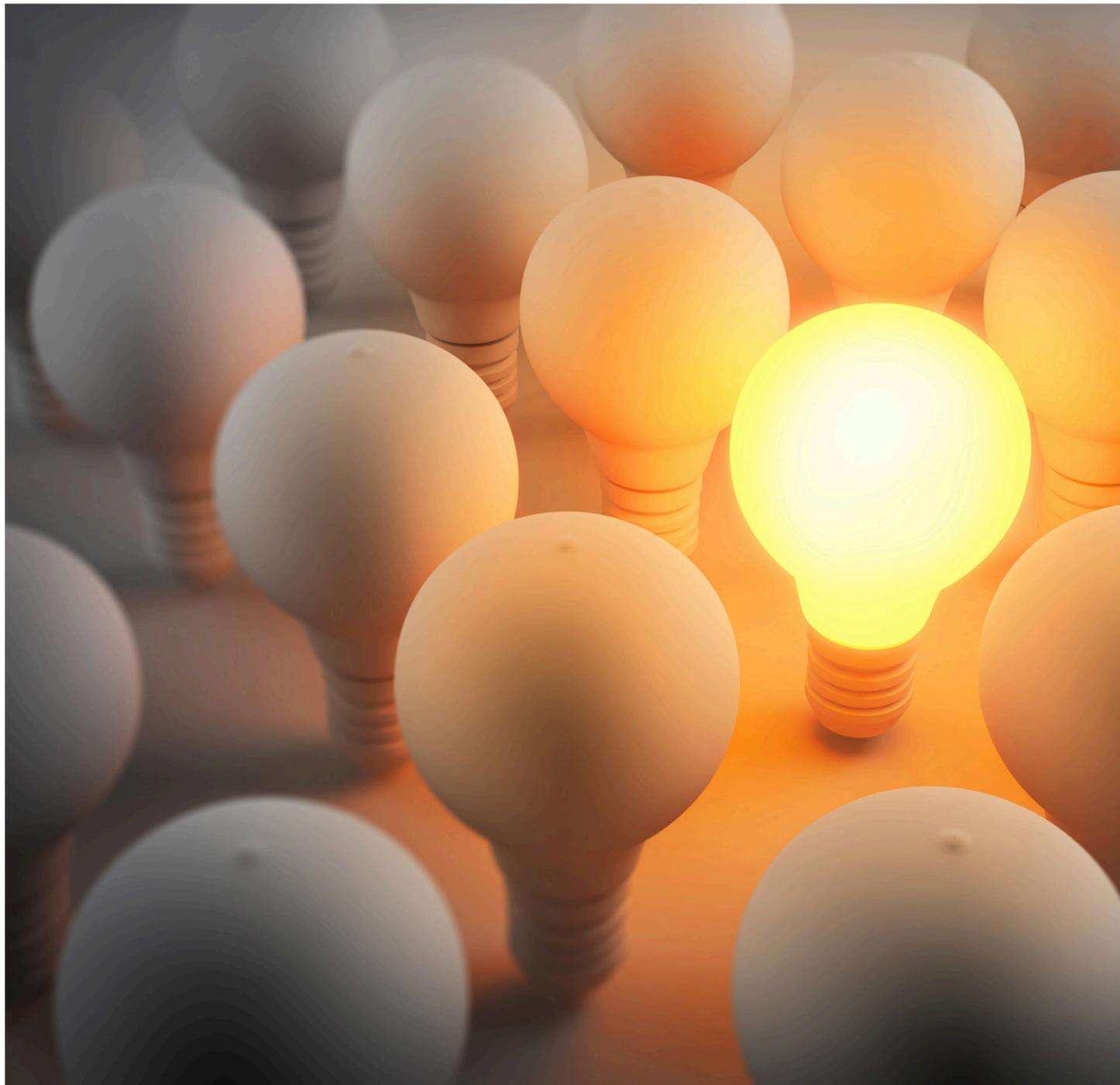
- Partnered exclusively with GrabMart to co-develop its debut limited-edition beer for Oktoberfest, spanning product, creative, and in-app execution.
- Led discussions across design, POSM, and promotional placements to maximise visibility during launch week.
- Developed pricing and promotional strategy to drive trial and urgency for a limited-edition release.
- Coordinated media drops to amplify awareness during the launch window.



Community Events & Collaborations

- Coordinated marketing and community events, liaising with external partners to align campaign objectives, engagement concepts and event deliverables.
- Conceptualised and implemented interactive game mechanics to enhance on-ground engagement.
- Managed end-to-end event workflows including print material coordination, vendor alignment and on-site execution to ensure seamless delivery.





What I Bring to the Table?

Strategy & Brand Building: Integrated Marketing Strategy, Content Strategy, Social Media Strategy

Creativity & Communications: Creative Direction, Storytelling, Copywriting, Brand & Marketing Communications

Partnerships & Execution: KOL Collaboration & Brand Partnerships, Cross Functional Coordination, Stakeholder Management, Campaign Delivery

My experience spans different categories and the way I partner brands, run campaigns and move work forward is transferable and I'm excited to contribute to your team.

Let's Connect



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