

# LOW YI LING

BRAND BUILDER | MARKETING & SOCIAL MEDIA STRATEGIST | VISUAL STORYTELLER

# TREAT GAME EXPERIENTIAL GIFT BOX

- Conceptualised and led the Treat Game limited-edition gift box, translating a pop-culture trend into a purchase-with-purchase campaign designed to drive excitement, differentiation and conversion.
- Defined the creative and content direction, overseeing packaging, messaging and campaign assets to ensure strong brand alignment while standing out from competing seasonal activations.
- Led end-to-end campaign execution, coordinating internal teams, KOLs and partners across production, marketing and operations to launch on schedule.
- The campaign was well received, with the limited-edition treat game box fully redeemed and sold out within the campaign period.



# COLLABORATIVE VIDEO CONTENT SERIES

- Oversaw video content series, partnering with nutritionist and brand ambassadors to shape educational and testimonial topics aligned with brand goals.
- Led the development of video scripts and key talking points to ensure consistent, on-brand messaging.
- Coordinated filming logistics and production schedules, managing timelines and inputs across teams and creators.
- Oversaw edits and final delivery, refining structure and messaging to deliver publish-ready content.



# SOCIAL MEDIA MANAGEMENT

- Led social media content planning, setting clear content pillars and directions for all brand communications
- Coordinated KOLs and creators across campaign timelines to support content rollout and on-time delivery.
- Reviewed and approved social media content to align with brand consistency.
- Monitored performance insights and relevant trends to shape timely content and campaign execution.

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# MAKER'S MARK V-DAY CAMPAIGN

- Directed the concept, content and creative strategy for Maker's Mark Valentine's Day campaign microsite, ensuring alignment with the brand's identity.
- Managed design team in crafting for all launch materials including microsite, promotional banners and email campaigns and ensured brand consistency.
- Facilitated communications across all stakeholders, ensuring timely completion and launch.
- Partnered with Maker's Mark ads team to drive awareness to microsite, boosting visibility and sales.

Maker's Mark ALCOHOL DELIVERY

ABOUT MAKER'S MARK PERSONALISED LABEL

CELEBRATE EVERY OCCASION

PERSONALISE YOUR BOTTLE

EVERYBODY LOVES MAKER'S

LEAVE YOUR MARK

low you wherever

## Mark Your Love. The Maker's<sup>®</sup> 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

# CHRISTMAS ADVENT CALENDAR

- Led Beam With Joy Christmas Advent Calendar exclusive debut launch with **Beam Suntory (Suntory Global Spirits)**.
- Oversaw the content and creative direction, resulting in a brand-aligned campaign that stood out distinctly from competitors' festive offerings.
- Managed all communications and execution, ensuring alignment across all stakeholders and teams.
- Beam With Joy Advent Calendar was featured on Yahoo and AugustMan as “best advent calendars of 2022 for beauty, wellness and drinks”.
- Campaign was well-received and made a comeback for Christmas 2023.



# GRABMART BEER LAUNCH

- Exclusive partnership with Grab to co-develop its first ever limited edition beer for Oktoberfest.
- Planned end-to-end branding and marketing strategies with Grab, overseeing all communications, design and content and meticulously planning timeline for a successful launch.
- Led negotiations with Grab to secure additional exposure wherever possible, ensuring maximum reach and brand visibility during launch week.
- The Grape Gatsby Beer can be viewed [here](#).



# ONESHOT KOREAN SOJU

- Partnered with founders to drive the vision, design, marketing and messaging strategy from start to execution, ensuring a consistent visual appeal that resonates with our target audience.
- Managed and coordinated every aspect of our brand's marketing communications.
- Oversaw design, content direction and copywriting for all marketing collaterals, social media assets and EDMs.
- Collaborated with select group of KOLs to drive awareness and engagement during ONESHOT Soju's launch week.





# WHAT I BRING TO THE DRIVER'S SEAT

- **Strategy:** Marketing Campaigns, Content Strategy, Social Media Strategy, Strategic Partnerships
  - **Creativity & Communications:** Creative Thinking, Storytelling, Copywriting, Brand Communication, Marketing Communications
  - **Execution & Management:** Project Management, Budget Planning, Campaign Planning
- ⊕ I believe that there are also areas where your needs and my skills intersect and I am happy to explore this further.

LET'S CONNECT 😊

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