

I AM YI LING

BRAND BUILDER | MARKETING & SOCIAL MEDIA STRATEGIST | STORYTELLER

Treat Game Snack Box

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

Scope: Marketplace 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.



Events & Collaborations

- Coordinated brand activation 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.



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: Partnership Management · Creative Direction
Budget Management · Campaign Delivery · Stakeholder Management

- 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.

ABOUT MAKER'S MARK PERSONALISED LABEL

CELEBRATE EVERY OCCASION

PERSONALISE YOUR BOTTLE

EVERYBODY LOVES MAKER'S

LEAVE YOUR MARK

Maker's Mark
ALCOHOL DELIVERY

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

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

Beam Suntory Advent Calendar

04

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

Scope: Partnership Management · Creative Direction
Budget Management · Integrated Campaign
Delivery · Stakeholder Management

- 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.



GrabMart Oktoberfest Beer Launch

05

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

Scope: Platform Partnership · Campaign Delivery · Stakeholder 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.





In Full Bloom: What I Bring to The Table

- **Strategy & Brand Building:** Integrated Marketing Campaigns, 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 Bloom Together



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