

YEOH FOONG YI

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🌐 <https://eunjiyangportfolio.blog>

PROFILE SUMMARY

Versatile Marketing Professional and Nanjing University graduate (GPA 4.2/5.0). Expert in cross-platform content strategy and visual storytelling, with a proven ability to manage end-to-end digital marketing campaigns. Fluent in English, Mandarin, Malay, and Cantonese, specializing in bridging brand values with audience needs through creative media.

EDUCATION

Undergraduate Diploma in Publishing Management Specialty 2019.9 – 2023.6
Nanjing University, China

Bachelor of Art in Editing and Publishing Science
Nanjing University, China

- Overall GPA: 4.2/5.0
- Jiangsu Municipal Government Scholarship (2019–2020, 2021–2022, 2022–2023)

Relevant coursework

- Publication marketing
- Publication Topic Selection
- Web Design
- Data Science and Data Analysis
- Scriptwriting
- TV Program Planning and Writing.

Extracurricular activities

- Chief of Counseling, Chong Hwa Independent High School Kuala Lumpur Student Association In Taiwan
 - Activity Officer, Chong Hwa Independent High School Kuala Lumpur Student Association In Taiwan
 - Activity Officer, Nanjing University Malaysian Student Association
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EXPERIENCE

Marketing Executive

2024.11–Current

WeRfamily (Educational Support Services), Singapore

- **Social Media Growth:** Successfully grew the Xiaohongshu (XHS) following from 250 to 700+ followers (a 180% increase) through consistent content planning and community engagement.
- **Viral Content Creation:** Produced high-performing video content for WeChat Channels, achieving a peak of 1,100+ views per video by leveraging trending topics and visual storytelling.
- **Brand Storytelling:** Directed and edited videos using a DSLR and CapCut/Premiere Pro, transforming educational services into warm, family-oriented narratives to build trust.
- **Omnichannel Management:** Managed daily operations and content strategy across Xiaohongshu and WeChat ensuring a 360-degree brand presence.
- **Marketing Collateral:** Designed visual assets (posters, brochures, PPTs) that maintained a consistent brand identity across all digital platforms.

Chinese Language Teacher

2024.03–2024.10

Berries World of Learning School, Singapore

- **Stakeholder Communication:** Managed regular communication with parents regarding student progress, effectively building trust and maintaining long-term client relationships.
- **Content Delivery & Engagement:** Tailored complex lesson materials for effective delivery, ensuring high engagement and information retention among diverse learners.
- **Quality Control & Precision:** Demonstrated high attention to detail in evaluating assignments and tracking student performance data to optimize learning outcomes.
- **Presentation Skills:** Facilitated revision sessions and assessments, honing the ability to present information clearly and persuasively to a specific audience.

Social Media Operator Intern

2022.11–2023.2

Jiangsu Phoenix Vocational Education Books Ltd., China

- **Content Strategy & Trend Analysis:** Independently devised and executed content strategies by meticulously analyzing trending topics in the vocational education sector, ensuring high-quality and creative written expression.
 - **Multi-Platform Brand Management:** Spearheaded the daily management and strategic operation of diverse social media ecosystems, including WeChat Official Accounts and Video Channels.
 - **Audience Engagement & Growth:** Leveraged platform-specific tools to effectively engage target audiences, fostering a stronger community connection and brand loyalty through interactive content.
 - **End-to-End Multimedia Production:** Provided comprehensive support for daily filming activities and demonstrated expertise in post-production video editing to deliver polished, high-quality visual content for audience consumption.
 - **Information Synthesis:** Proficient in gathering and organizing pertinent data to seize marketing opportunities, ensuring the brand remained relevant within a competitive digital landscape.
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TECHNICAL SKILLS

- **Creative Production:** Professional-grade video production utilizing DSLR camera , with expert post-production in Adobe Premiere Pro, CapCut, and Photoshop.
- **Design & Layout:** Proficient in Adobe InDesign, Illustrator, and Canva for creating brand-aligned marketing collateral.
- **Digital Marketing:** Strategic operation of Xiaohongshu (XHS), WeChat Channels, Facebook, and Instagram.
- **Data Analytics:** Competent in R programming, Tableau, and Google Analytics for tracking campaign effectiveness and performance.

MARKETING COMPETENCIES

- **Visual Storytelling:** Adept at translating brand values into compelling narratives, such as company "Growth Stories" and parent testimonials.
- **Content Strategy:** Experienced in full-cycle content planning, from audience insight gathering to multi-platform dissemination.
- **Growth Hacking:** Proven ability to drive organic growth, including increasing XHS followers by 180% and achieving high-traffic video views.
- **Copywriting & Scriptwriting:** Skilled in creating persuasive written content and scripts for social media and video channels.

LANGUAGES

- Native / Professional Fluency: Mandarin, English, Malay, and Cantonese.
 - Advanced: Korean
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