

Simone Phoon

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EDUCATION

School of Computing, National University of Singapore (NUS)
- Bachelor of Computing (with Honours) in Electronic Commerce

2009 - 2013

Hong Kong University of Science and Technology (HKUST)
- Exchange Program

2011

WORK EXPERIENCE

Team 6ix Limited

Nov 2022 – Mar 2023

Regional Content Project Manager, APAC

- Provided day-to-day support across a digital asset management system for approximately 500 end-users via a mailbox and ticketing system with average response time of less than 2 hours
- Worked closely with the offshore support team to carry out content governance including content managing, metadata tagging and archive management
- Supported broader change programs related to the platform and acted as an advocate for end-users and platform itself, closing the loop so that changes are accepted within the first month of launch

Google Asia Pacific Pte Ltd (Singapore)

Oct 2020 – May 2022

Sponsorships Specialist, Large Customer Sales (Regional) – via Optimum Solutions

Sep 2021 – May 2022

- Supported the development of YouTube Content Solutions for the SEAS markets, managing internal stakeholders and streamlining the available packages to ensure they are relevant for the markets.
- Led pilot projects for the Gaming vertical and worked on new narratives and insights for content solutions to support sales teams with relevant packages for their advertisers across the markets.
- Created internal revenue dashboard with Google tools and plx scripts to consolidate data from various sources into one location.

Digital Marketing Associate, Content Solutions & Sponsorships, Large Customer Sales (Regional)

Oct 2020 – Jul 2021

A collaboration between Google and the Singapore Government, Skills Ignition SG is a 9-month training program that equips the skills needed to be job-ready in Digital Marketing for the digital future.

- Worked on narratives for key topics/verticals for YouTube Content Solution Packages within SEAS markets to ensure clients reach the right audience at the right moment with the right messages
- Contributed to pilot projects for the Music vertical and scaled for roll-out across SEAS markets, providing the sales teams with fresh opportunities for customers in this key segment.
- Created project tracker to record revenue splits across content solutions and progress of pitches in the market, to identify gaps and opportunities that have potential to be scaled across the region.

Carlsberg Singapore Pte Ltd

Apr 2017 – Aug 2020

Key Account Executive, Off-trade Sales

Sep 2018 – Aug 2020

- Developed and implemented sales plans which include new and existing strategies to grow the individual accounts. This includes the planning of exclusive tactical campaigns tailored towards each retailer's consumer base to reach the highest potential sales results possible.
- Handled day-to-day operations and communications with buyers and sales team independently, proposing monthly promotions and sales solutions to ensure smooth sell-through and growth to the account. Also tracked physical distribution and analyzed them with volume sales on per-SKU and per-store basis to determine effectiveness of sales activities.
- Achieved sales targets every year and operations excellence through building long-term relationships with retailers and strong communication to the on-ground team to share on store level.
- Managed forecast and budgets for own accounts, ensuring no OOS situations in stores especially when running campaigns and promotions, and tracking spends and volumes to ensure positive ROI.
- Planned roadshows for key festivity (CNY) from scratch and successfully ran all shows without an events agency, adding savings and improving our returns, at the same time increasing sales and growing our brand share in the market to be no.1 in the pre-festivity months.

Brand Marketing Executive

Dec 2017 – Aug 2018

- Contributed to day-to-day execution of planned marketing campaigns by liaising with ATL, media, digital and PR agencies, as well as internal stakeholders, to ensure alignment of brand direction
- Drove integration and execution of plans by working closely with trade marketing and sales teams for success in the execution of marketing plans
- Supported the drive of digital and social media initiatives with agencies and media partners to create content that drive relevancy through all digital platforms

Commercial Excellence Executive

- Assisted in sales metrics development, analysis, and reporting of various data to improve sales efficiencies, by monitoring channel and brand performance against key company targets
- Analyzed Nielsen retail data to deliver insights internally, allowing quicker and more productive response to market changes and competitor activity
- Delivered market share results based on customs duty statistics for precise tracking of the business as a totality, combining internal sales data with external primary and secondary research for a complete view of the market and performance.
- Coordinated the implementation of the SAP POS system, to allow 100% accuracy in tracking of POS materials and movements to improve sales support efficiency in the market

Apr 2017 – Nov 2017

Trade Marketing Executive, On-trade (Short-Term Internal Rotation)

- Completed various activations in traditional on-premise and modern on-premise channels, working with brand and sales teams to ensure timely executions.
- Handled various third-party agencies (advertising, events, POS materials etc.) to achieve optimal results and quality branding consistently.
- Organized an episode in a series of brand-led events, to maintain sustenance for the brand in absence of the brand manager.

Aug 2017 - Oct 2017

New Cosmos Electric Co. Ltd (Singapore Office)

Nov 2015 – Apr 2017

Executive, Overseas Department

- Liaised with Japan Headquarters and other domestic branch offices in Japanese language, to provide quick and effective solutions to local clients and distributors.
- Manipulated sales data to identify opportunities and areas for growth in Southeast Asia
- Managed basic accounting, cash flow, and budgeting for the Singapore office
- Improved quality standards of all English documentation by translating manuals and other materials for international use

The Nielsen Company (Singapore)

Sep 2013 – Jun 2015

Client Service Executive, Retail Insights

May 2014 – Jun 2015

- Worked individually and in a team to service numerous client accounts across the Fast-Moving Consumer Goods (FMCG) industry – particularly in Food, Beverage, Infant-related, Household, and Cigarette categories
- Ensured timely and accurate submission of all deliverables, for Retail and Consumer Panel data, providing performance feedback to aid business decisions
- Analyzed retail data trends to provide actionable insights for clients' businesses, identifying gaps and opportunities within trade activities for both new launches and existing product lines
- Forged healthy, dynamic relationships with clients as the key contact for servicing and management of client requirements, further sustaining this with regular on-site sessions and presentations
- Received a regional "Star of the Month" award for dedication towards resolving technical issues and gaining strong client confidence after coming on-board the account for only 3 months
- Spearheaded set-up of new categories for retail data tracking, and gained strong expertise in these specific categories, identifying strengths and opportunities for the client, and diagnosing weaknesses and factors for decline
- Assisted in Category Management Projects for one of the world's largest food manufacturers, by contributing to planogram recommendations with supporting analysis which includes SKU rationalization and planogram reviews 3-6months after roll-out of planogram
- Encompassed Nielsen values of Simple, Open, and Integrated through day-to-day duties, and have received Excellence Awards for exemplifying these values

Project Management Executive, Consumer Insights (Telco & Technology)

Sep 2013 – Jun 2014

- Planned and organized schedules and resources for local and regional projects by coordinating between local and offshore vendors and ensuring they are administered correctly.
- Ensured smooth progress in projects by conducting briefings with the Data Acquisition Team and external suppliers to clarify project specifications and identify potential issues
- Maintained quality standards by closely monitoring fieldwork progress and maintaining 100% accuracy in data to ensure data quality throughout the duration of the projects

OTHER SKILLS

Chinese - Proficient in Mandarin (native), Basic competence in Cantonese

Japanese – Professional proficiency (JLPT2)

Basic knowledge of programming in Java, SQL