

Esther Ng

Creative Copywriter & Strategist
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Executive Summary

- Creative content writer with robust experience in various industries, including health & wellness, B2B & B2C technology, experiential retail space, and telecommunications.
- Skilled in online campaign management, strategic planning, and content ideation/management.
- Creative & resourceful team player with proven ability to deliver compelling narratives within short timelines and other resource restraints.
- Key Highlights:
 - Led execution of 6 social platforms across 4 markets, achieving 100.7% increase in website traffic and 60% increase in organic reach on Facebook in 2 months — *Naluri*
 - Exceeded client's KPI for reach & engagement by 30% on Facebook, Instagram, and LinkedIn in 6 months — *Rhingle*

Core Competencies

Copywriting • Content Ideation • Brand Strategy • Social Media Analytics • Social Media Management • KOL Marketing • Design Thinking • Client Relationship Management

Professional Experience

MARKETING EXECUTIVE

November 2022 - February 2023

Naluri

Naluri is a digital health service and healthcare cost-containment solution, delivering integrated person-centered care to transform the lives of people at risk of, or managing mental health conditions

- Planned and executed full spectrum social media strategy for 4 markets (MY, SG, TH, ID) across 6 platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok, YouTube), including management of localisation into 5 languages to ensure local relevance.
- Worked closely with internal team members to craft B2B articles across various topics, including client partnership announcements, and product features, as well as B2C health & wellness articles related to physical, mental, emotional, and financial health.
- Managed company brand rehaul and redesign of brand assets including website pages, brand merchandise, and marketing collateral.
- Achievements include:
 - Created compelling SEO-friendly content to increase website traffic by 100.7% YoY
 - Achieved 45% organic growth in Impressions on LinkedIn, 60% & 41% organic growth in Reach on Facebook & Instagram respectively over 2 months

SOCIAL MEDIA MANAGER

April 2021 - July 2022

Rhingle

Rhingle is a 360 marketing agency that helps brands tell their brand story to the right audience through innovative methods, backed by research.

- Served as point-of-contact between key clients, Canon Malaysia, and internal teams to ensure the complete execution of marketing campaigns.
- Planned monthly content calendar, briefs & proposals for the creative team, optimisation of content through media buys, and crisis management as and when necessary.

- Liaised between internal stakeholders and Canon Ambassadors/ influencers. Provided creative team narrative direction and briefs to create engaging brand-aligned content.
- Executed trend research & analysis and led monthly performance report presentations to clients to identify key areas of improvement.
- Significant Highlights:
 - Exceeded client's KPI for reach and engagement by 30% on Facebook, Instagram, and LinkedIn in 6 months, retaining Canon's position as the main local market leader in follower count
 - Played key role in winning pitches for Sunway Sanctuary and SimplyGood through content strategy and ideation

CONTENT WRITER INTERN

Jan 2021 - Apr 2021

LOOP Marketing

LOOP helps financial advisers in Singapore stay engaged with their clients through a monthly newsletter, eventually growing to be a key marketing asset for Advisers, Coaches, Consultants, and Small Business Owners.

- Crafted B2B & B2C articles, newsletters, and social media content.

May 2018 - July 2018

COPYWRITING INTERN

4Thirteen

4Thirteen is an award-winning independent full-service agency, specialising in digital & social strategy, brand consultancy, performance media, and public relations

- Applied brand voice to all marketing materials, including website, social media, and product copy.

Feb 2017 - Apr 2017

SALES & CUSTOMER EXPERIENCE AGENT

iMoney

iMoney is a personal finance company running a comparison platform.

- Generated minimum 40 new leads on day-to-day basis, making 100 outbound & inbound calls daily.

Other Experience

HEALTH & FITNESS INSTRUCTOR (PART-TIME)

Strength & Conditioning Coach, Good Juju Barbell Club | November 2022 - present

HIIT, Strength & Mobility Instructor, Union Strength | August 2019 - present

Spin Cycle & HIIT Instructor, Ministry of Burn | April 2018 - August 2020

Education

BComm (Hons) Public Relations - HELP University | 3.5 CGPA | Jan 2019 - May 2021

Technical Skills & Misc. Information

Social Baker • Facebook Creator Studio • Microsoft Office 360 • Google Suite • Canva • Figma • Hubspot

References Available Upon Request