



Melissa Chew

Marketing, PR & Business Development Manager

About Me



I lead Content, Marketing Communications and PR for the largest private dermatology practice in Singapore. With my background of experience in the media and a passion for writing and communication, I built up the clinic group's branding and reputation mainly through digital channels in just a year. I revamped its 3 websites, generated SEO content, crafted press releases to secure editorial features in the media, and manage ad campaigns that not only engaged audiences but also delivered results. I am a strategic thinker, problem solver - translating corporate strategies into high impact digital assets for the company.

Contact



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Education



Bachelor of Arts
Political Science
2004-2007
National University
of Singapore

GCE 'A' Levels
1999-2000
Victoria Junior
College

GCE 'O' Levels
1995-1998
CHIJ Katong
Convent

Core Competencies



Content Marketing
Digital Communications
Media & Public Relations
Website Management
SEO Best Practices

Professional Experience

Marketing & PR Manager

Nov 2020 - present

Dermatology & Surgery Clinic

- Spearheaded the revamp of the company's 3 websites.
- Assert brand positioning as the largest private dermatology practice in Singapore by developing a seamless digital brand experience and using SEO best practices for organic growth and ranking.
- Craft all communications and materials that articulate Dermatology & Surgery Clinic's strategy, and its role in the medical sector in Singapore and the region (Indonesia & HK)
- Collaborate with media and social media influencers to disseminate press releases and garner editorial coverage. Securing constant editorial features on multiple channels including digital, print, mainstream local television, news and social media.
- Generated all website content, press releases, interview talking points, opinion editorials, social media content, CRM communications, official applications, marketing promotions, digital advertisements, and the clinic's Quarterly Newsletter to medical colleagues in SG for B2B marketing.
- In charge of all the businesses' Google Business Listings, Google Ads, Google Reviews and Analytics and digital marketing campaigns.
- Collaborate closely with the operations teams in all 5 clinics to ensure seamless communications, policy, and campaign roll-outs.

Marketing & Business Development Manager

Sept 2019 - Oct 2020

Calvin Chan Aesthetic & Laser Clinic

- Plan, strategise and launch the 360 plans including, brand management, PR, media pitching and interviews, product launch, collaterals, digital marketing, social media.
- Create content for website, social media and editorials.
- Work closely with operations team and management to create monthly in-house promotions
- Business Development: Develop partnerships from various industries and influencer engagement for social media presence.

Associate Editor

Sept 2017 - Aug 2019

Singapore Press Holdings

- Responsible for the line-up and production of the Beauty section in Her World Magazine and Her World Online.
- Directing photoshoots, copy and layout, sponsored beauty specials and advertorials.
- Organised money-making events like Beauty Awards and Spa Awards to capture advertising dollars.
- Maintain and forge client relationships.
- Supervised editorial assistants, interns and stable of freelancers.

Senior Writer

Feb 2013 - Aug 2017

MediaCorp Publishing

- Specialised in longform editorial features on beauty and wellness for Elle Singapore.
- Cover personality profiles of international brand founders.
- Conduct interviews and craft engaging editorials.
- Spearhead digital content as the industry moved online.

PR Manager

Aug 2012 - Feb 2013

The PR People

- Press release writing and seeding, event execution and liaison for client's launches.
- Helped clients like Sephora, Dior Beauty and Skin Inc to achieve maximum exposure with each launch