



Ruby Peng

Aspiring Digital Creator

+65 93707226

rubypeng91@gmail.com

www.rubypeng.com

Woodlands Singapore 730602

PROFILE

Self-motivated Digital Marketing Executive with a passion for website creation, UX design, and content creation. Bringing a blend of sales and marketing experience, complemented by a background in project coordination. As a collaborative team player, I have a proven track record in E-commerce management, SEO/SEM implementation, and end-to-end project oversight, exemplified in my project to develop, copywrite, and execute the corporate website www.changcheng.com.sg. Committed to creating engaging online experiences.

SKILLS

Project Management/Planning



Problem Solving



Content Digital Design UI/UX



Coordination



WORK EXPERIENCE

DIGITAL MARKETING EXECUTIVE

Chang Cheng Holdings Pte Ltd

Oct 2023 - Present

- Develop and execute corporate website www.changcheng.com.sg
- Implement SEO, SEM, CMS, and Social Media Platforms (FB, IG)
- Set up Google Business Profile, Analytics, and optimize online presence
- Create content and manage the E-commerce platform

PRODUCTION COORDINATOR/PROJECT COORDINATOR

Eng Leong Medallic Industries Pte Ltd

Mar 2019 - Sep 2023

- Manage production schedules, monitor progress, and communicate with stakeholders
- Oversee end-to-end projects, streamline workflow, and optimize production processes
- Delegate technical artwork to designers and engineers

SALES & MARKETING EXECUTIVE

So Fei Pte Ltd

Jan 2014 - Jan 2019

- Identify potential customers and create a sales pipeline
- Develop sales strategies for supermarket & event sales
- Manage E-commerce platforms (Qoo10, Shopee, Wix website)
- Create (online & offline ads, social media content)
- Conduct market research & plan and execute campaigns

PROCUREMENT EXECUTIVE

HABITUDE Fashion Co.Ltd

Apr 2012 - Nov 2013

- Sourcing and purchasing , Inventory Management

Part time Chinese Language Tutor

Mar 2011 - Jun 2012

(Freelance)

EDUCATION HISTORY

Diploma in Digital Communication

Dec 2021 -Mar 2023

Ngee Ann Polytechnic

- Digital Visual Communication
- User-Centred Interactive Design (UI/UX)
- Social Media Content Creation
- Digital Marketing & Data Analytics (Power BI)
- Digital Project Management & Design Thinking
- Storytelling & Branding

Certificate in Digital Marketing

Nov 2020 -May 2021

Digital Marketing Institute

Diploma in Information Technology

May 2011 -Apr 2012

National Center of Human Resource Mandalay, Myanmar

Bachelor of Arts (English)

Apr 2008 -Apr 2010

University of Distance Education Mandalay, Myanmar