

ABIGAIL CHUA

VERSATILE
COMMUNICATIONS
SPECIALIST

EDUCATION

RMIT University

Bachelor of Communication
(Distinction)

Ngee Ann Polytechnic

Diploma in Mass Communication

- Member of Ngee Ann Ambassadors

AWARDS & ACHIEVEMENTS

Audible Accelerator Singapore (2020)

Taobao University Digital Experience
Program (2019)

Certified China Readiness (2019)

CONTACT INFORMATION

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<https://hungryebi.wixsite.com/portfolio>

www.linkedin.com/in/hungryebi

SKILLS AND ABILITIES

- Adobe Illustrator
- Adobe Photoshop
- Public Relations
- Media Relations
- Content Creation
- Digital Marketing
- Graphic Design

EMPLOYMENT HISTORY

Community Relations Executive

Epworth Community Services (Nov 2023 - Present)

- Curate monthly content for social media (Instagram, Facebook, LinkedIn) to strengthen branding as a trauma-informed centre
- Delivered quarterly newsletters, including editing and coordinating articles for the month
- Conceptualised collaterals and execute branding for fundraising campaigns and achieved fundraising goals

Financial Services Intern

Omnicom Public Relations (Mar 2023 - Jun 2023)

- Accounts handled: Lendlease, ING Bank, Keppel Pacific Oak US REIT, LINE
- Curate media lists and draft media pitch notes and LinkedIn content
- Draft strategic PR recommendations, briefing documents, and plan-on-a-page for c suites
- Assembled daily media monitoring and monthly coverage reports

Reputation Intern

Edelman (Jul 2022 - Oct 2022)

- Accounts handled: DesignSingapore Council, Singapore Prison Service, Mitsubishi Power, lululemon
- Accounts assisted: Health Promotion Board, Bayer, HP
- Assembled daily media monitoring and monthly coverage reports, and handle media lists
- Developed media pitches, and angles and drafted strategic PR recommendations, and curated media event menu and media kit packaging
- Conducted interviews on potential media profiles and gathered research on potential media publications

Associate Trainee

Weber Shandwick (Dec 2021 - Jun 2022)

- Accounts handled: Singapore Airshow 2022, Singapore International Water Week (SIWW), CleanEnviro Summit Singapore (CESG), Temasek Ecosperity
- Accounts assisted: Connect@Changi, Netflix
- Responsible for daily media monitoring
- Support the team with media invites, media lists, media RSVPs and media relations
- Drafted media invites, briefing documents and monthly social media content and captions

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LEADERSHIP & VOLUNTEER EXPERIENCE

Writer
ACMI (2019 - 2021)

Student Leader
Freshman Bonding Camp (2019)

EMPLOYMENT HISTORY

Social Media Marketing Intern

KopiRun (Sep 2021 - Sep 2022)

- Curate and create content as a team
- Initiate and coordinated the content calendar for Instagram, Facebook and TikTok
- Amplified app downloads and registration (33.3% increase/month), and generated viral content on TikTok (highest: 64.7k ++)
- Assisted and launched a collaborative event with NUS Temasek Hall
- Attained top charts for KopiRun on App store and reached #1 for Lifestyle Apps and #44 for Free Apps (as of 19.10.2021)

Public Relations Intern

Publicis Groupe (Feb 2021 - Aug 2021)

- Accounts handled: Procter & Gamble, LIXIL, AXA Singapore, Bambooloo, Singapore Innovation Centre LinkedIn
- Handled daily media monitoring
- Curated media lists, brainstormed media angles, drafted press releases, and media pitch notes
- Assisted colleagues in iLab 2021, secured 9.8 billion impressions with 100% key message pull-through and 100% positive tonality
- Drafted LinkedIn captions to drive thought leadership

PR and Communications intern

ACMI (Aug 2020 - Oct 2020)

- Published articles on ACMI events and Case Management
- Initiated and Curated a social media calendar to ensure activity on social media
- Managed social media platforms (Instagram and Facebook), and initiated designs for socials and EDMs

CSR and Communications intern

Resorts World Sentosa (Mar 2020 - Aug 2020)

- Managed daily media monitoring and tracking media coverage on socials and traditional media
- Authored the RWS key milestones for Sentosa Development Corporation Annual Report
- Involved in media relations during the Reopening of Attractions
- Observed and assist in the crisis communication for RWS' One-off Workforce Rationalisation
- Researched and analysed current target market and initiated suggestions for RWS F&B Christmas menu