



- ✓ CEI, KAH certified
- ✓ Microsoft Excel Specialist
- ✓ Wordpress Specialist
- ✓ SEO , SEM , Google Analytics GA4
- ✓ CANVA , Wondershare Video Editing



YWBANU.COM



WINNER BANU

Marfia Banu

Digital Marketing Executive



English: Fluent (spoken and written)

Tamil: Fluent (spoken and written)

ABOUT ME

Hello I am Banu, a dedicated and results-driven Digital Marketing Professional with 6+ Experience, passion for crafting effective digital marketing campaigns across diverse channels.

EDUCATION

Diploma of Finance/Accountancy/Banking

Graduated 2008

Nanyang Polytechnic, Singapore

SKILLS

Editing Video



Website Creation



Graphic



Marketing Strategy



Online Marketing Tools



Project Managment



WORK EXPERIENCES

Accounts Executive

Public Utilities Board,
2000 - 2013

Executive Manager & Online Marketing

Discover Employment
Agency Pte Ltd,
2013 - 2020

Contract Executive Staff

BGC Group,
Jan 2021 - June 2021

Freelancer

July 2021 - Present
Blogger, YouTuber, Onliner
Trainer for SEO, Website
Creation, Handled many
clients Social Media
accounts and Websites.

CONTACT



93867212



banuyw@gmail.com



Staying in Hougang

Expected salary monthly for Freelancer / WFH:
\$850 to \$1600

Expected salary monthly for Fulltime: \$4800

About me:

Developing and executing effective digital marketing campaigns across a wide range of channels is my expertise as a Digital Marketing Professional. I have proven expertise in optimizing campaigns, creating engaging content, managing social media platforms, and driving traffic to websites. I am seeking a challenging role where I can contribute to the success of an organization with my skills.

- Exceptional social media content creation abilities, including video and photo production**
- Highly organized and structured approach to tasks, combined with a can-do mentality**
- Collaborative approach, working effectively with cross-functional teams to gather relevant information for social media content creation.**
- Experience in coordinating social media campaigns and promotions to support marketing and business objectives.**
- WordPress website developer**
- Graphics and Poster Designer**
- SEO and SEM Specialist**
- Experienced Managing for other clients: Instagram, Facebook, TikTok, Shopee, TikTok Shop, Lazada, YouTube Channel, LinkedIn and Pinterest.**
- Excel spreadsheet specialist**
- CEI , KAH certified**

Experience

1. Centre Manager for KRTC

April 2023 – present

- Managing their Instagram, Facebook, Website.
- Creating and curating compelling content for social media channels, including written posts, images, videos, and graphics, resulting in increased reach and audience engagement.
- Placing Ads in social media and Google ads
- Oversee the overall operations of the centre and manage marketing promotions.
- Ensured the smooth functioning of the centre and to provide excellent customer service to students and parents.
- Manage the scheduling of classes, coordinating with tutors, ensuring adequate resources and materials are available, and maintaining a conducive learning environment.
- Monitored and engaged with the online community, responding to comments, messages, and inquiries in a timely and professional manner, fostering positive brand sentiment and customer loyalty.

2. Freelancer

July 2021 – March 2023 - Social Media Manager

As a seasoned Social Media Manager, I specialize in serving a wide range of clients with comprehensive digital marketing expertise. My skills encompass:

- Strategic Development: Formulating and implementing effective digital marketing strategies, encompassing SEO, Google AdWords, email marketing, and PPC campaigns.
- Search Engine Optimization: Conducting thorough keyword research and employing on-page optimization techniques to enhance search engine rankings for maximum visibility.
- Content Creation and Social Media Management: Crafting compelling content and proficiently overseeing social media platforms, encompassing content creation, scheduling, and tracking analytics.
- Web Design and Maintenance: Utilizing HTML and CMS platforms such as WordPress to design and maintain websites, ensuring seamless functionality and user experience.
- Personal Blog Management: Successfully managing my personal blogging website, ywbanu.com, by consistently delivering engaging content and maintaining its overall performance.

With my extensive skill set and experience, I am well-equipped to drive impactful digital marketing campaigns and maximize online presence for a diverse range of clients.

July 2021 – March 2023 - WordPress Website Developer

- Created and customized WordPress websites for clients across various industries
- Developed responsive and user-friendly designs to optimize website functionality
- Implemented SEO best practices to improve search engine rankings and increase organic traffic

- Integrated plugins and extensions to enhance website features and user experience
- Provided ongoing maintenance and support to ensure website performance and security

July 2021 – March 2023 – Website making and social media Trainer

I have conducted comprehensive training sessions for individuals both locally and internationally, equipping them with the necessary skills to proficiently handle **WordPress** website development and social media management.

July 2021 – Present – **YouTuber** – Channel name: Winner Banu

I use my YouTube Channel to showcase my expertise in social media management, WordPress skills, and offer guidance to aspiring freelancers. I provide valuable insights, tutorials, and practical tips, enabling my audience to acquire the necessary knowledge and skills to excel in these areas and pursue a successful freelance career, just like mine.

3. Contract Executive Staff - MSF

BGC Group, Jan 2021 - June 2021

Assisted in administering support schemes effectively, providing timely and accurate advice to COVID-19 support scheme applicants.

Managed frontline staff as a contract executive staff for MSF.

4. Executive Manager - Planning

Discover Employment Agency Pte Ltd, 2013 – 2020

CEI KAH Certified

Handled customer inquiries, resume creation, interview management, after-sales services, and mediation.

Developed strong sales ability and communication skills, effectively resolving customer issues.

Led and managed a team, demonstrating good leadership and organizational skills.

Also handled , company's complete Accounting work.

5. Accounts Executive

Public Utilities Board, 2000 - 2013

Handled various finance and accounting responsibilities, including payroll, asset accounting, accounts payable, and accounts receivable.

Demonstrated excellent customer service skills and the ability to manage stress effectively.

Education

Diploma of Finance/Accountancy/Banking

Nanyang Polytechnic, Singapore, Graduated 2008

Diploma with Merit

CGPA: 3.750/4.000

Higher Secondary/Pre-U/"A" Level of Science & Technology

Serangoon Junior College, Singapore, Graduated 1999

Major: Mathematics & Science

Grade: Passed

Skills

- Digital Marketing: Proficient in SEO techniques and strategies, including keyword research, on-page optimization, and link building. Skilled in Google AdWords, email marketing, and PPC campaigns.
- Social Media Management: Experienced in content creation, scheduling, and analytics tracking for social media platforms.
- Website Design: Proficient in HTML codes and website design, including the use of CMS platforms like WordPress.
- Sales and Communication: Strong sales ability, communication, and interpersonal skills gained from employment in an employment agency.
- Leadership and Problem-Solving: Good leadership, organizational, and problem-solving skills developed as an executive manager in an employment agency.
- Customer Service: Experience in providing good customer service in various roles, including employment agency and government positions.
- Accounts and Finance: Experience in basic accounting, bookkeeping, cash management, payroll, asset accounting, accounts payable, and accounts receivable.
- Computer Skills: Proficiency in Microsoft Word, Excel, and PowerPoint. Experience in SAP and website management.
- Teamwork: Experience working in team environments, participating in team-building exercises, and fostering unity among team members.
- Active Listening: Ability to actively listen and adjust communication style to cater to individual preferences.
- Empathy and Customer Relations: Ability to effectively communicate and empathize with individuals, handle difficult scenarios, and manage customer complaints.
- Training and Development: Attended various training courses, including stress management, supervisory and group management, and creative thinking.

Certifications

CEI KAH Certification for Employment Agency

Google Certification for Google Analytics 4

Languages

English: Fluent (spoken and written)

Tamil: Fluent (spoken and written)

References

Available upon request



Congratulations!



Google Analytics Certification

Completed by Marfia Banu on August 2, 2023

Congratulations, you are now certified in Google Analytics.

Completion ID: 177798849 Expires: August 2, 2024



Portfolio of Accounts that I have managed

Colorful sports

<https://www.facebook.com/colorfulsports.sg>

<https://www.instagram.com/colorfulsports/>

<https://www.colorfulsports.sg/>

<https://www.tiktok.com/@colorfulsports>

App that I was involved in planning : <https://colorfulsports.classcard.app/>

I went down to their place to take the Videos and Photos

Kungu Flora

<https://www.instagram.com/kungufuflora/>

<https://www.facebook.com/kungufuflora>

<https://www.tiktok.com/@kungufuflora>

I went down to their place to take the Videos and Photos

Hygiene Man

<https://www.instagram.com/info.hygieneman>

<https://www.hygieneman.com.sg/> - Done by me completely

App that I was involved in planning :

<https://hygieneman.sharedule.io/login>

Popnmop

Take care their Ecommerce Business

<https://popnmop.com>

Website is done by me.

<https://shopee.sg/popnmop>

<https://www.tiktok.com/@popnmop>

https://www.instagram.com/pop_n_mop/

KRTC Franchisee

<https://sgedugate.com/>

Website is done by me.

https://www.instagram.com/krtc_tampines/

Many others

<https://debtfreelivingsg.com/>

<https://leebengtyre.com/>

My Own Blog

<https://ywbanu.com/>

<https://imaliclub.com/>

<https://imalitrafic.com>

<https://pazhagalaam.com/>

THANK YOU 🌟