



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



**YWBANU.COM**



**WINNER BANU**



**SINGAPOREAN**

# Marfia Banu

Digital Marketing Executive

## 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



English: Fluent (spoken and written)

Tamil: Fluent (spoken and written)

## 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, Handling many  
clients Social Media  
accounts and Wordpress  
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
- Specialize in using my own unique SEO software to improve online visibility. With this tool, I manage tasks like tracking keywords, analyzing competitors, and monitoring performance. It's not just for my own website – I apply these effective SEO methods to help all my clients. The results are consistently positive, with higher search engine rankings and increased organic traffic for their websites.
- 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, Shopee, YouTube Channel, LinkedIn and Pinterest.
- Excel spreadsheet specialist
- CEI , KAH certified

## Experience

### 1. ACE Building Digital marketer

November 2023 – present

- Managed Instagram, Facebook, and Website for the company.
- Redeveloped three websites (acebs.com.sg, aceent.com.sg, and fixmart.com) from the ground up.
- Created and curated engaging content for social media, including written posts, images, videos, and graphics, leading to expanded reach and heightened audience engagement.
- Managed the Ecommerce of Water Heater products on Shopee and on their website.
- Utilized Carousell account to promote Water Heater product promotions, Water leak detection services, and other services.
- Designed and documented the Mobile App for Fixmart.com, engaging in discussions with developers regarding requirements and corrections.
- Conducted thorough testing of the app and meticulously documented the results.

### 2. Centre Manager for KRTC

April 2023 – October 2023

- 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.

### 3. 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.

#### **4. 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.

#### **5. 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.

## **6. 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
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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
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- 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
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**CEI KAH Certification for Employment Agency**

**Google Certification for Google Analytics 4**

Languages
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English: Fluent (spoken and written)

Tamil: Fluent (spoken and written)

References
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Available upon request

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**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**

Kungfuflora.sg

Tiktok.com/@kungfuflora

Instagram.com/kungfuflora

Facebook.com/kungfuflora

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

Done their website from scratch.

### **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/](https://www.instagram.com/pop_n_mop/)

### **KRTC Franchisee**

<https://sgedugate.com/>

Website is done by me from scratch.

[https://www.instagram.com/krtc\\_tampines/](https://www.instagram.com/krtc_tampines/)

**Many others**

<https://debtfreelivingsg.com/>

<https://leebengtyre.com/>

**My Own Blog**

<https://ywbanu.com/>

<https://imaliclub.com/>

<https://imalittraffic.com>

<https://pazhagalaam.com/>

THANK YOU 🌟