

Melissa Yap

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Summary

Global marketer and copywriter with over ten years' experience managing social media and digital campaigns across a diverse range of verticals and international markets including Melbourne, London and New York City, in the B2B and B2C space. Seeking a content marketing opportunities to leverage my writing and social media skills in tech or lifestyle verticals.

Experience

Mercer (New York, New York City)

December 2016 to Present

Global Social Media Manager - Developed social media campaigns across health, career and industry verticals (financial services, insurance, technology) to build brand awareness and drive marketing qualified leads including strategy and messaging.

- Developed launch plan for new channels. During the 2018 World Economic Forum, my Instagram strategy drove an 86% increase in engagement rate week over week. This contributed to Mercer outperforming our top 8 competitors' SOV by over 300% on social media.
- Managed employee advocacy tool, including training and recruiting new members, amassing over 500 new members and garnering over 35 million impressions within a six-month period. The average usage rate of the program was 68%, exceeding the industry benchmark of 50%.
- Led internal training programs and webinars to help develop Mercer employee's understanding of social media, with topics covering social selling, building your own social media brand, how to write compelling messaging etc.

Perry Ellis International (New York, New York City)

November 2014 to October 2016

Social Media Manager - Developed social media campaigns, messaging, analytics and managed influencer partnerships for product launches and New York Fashion Week shows.

- Spearheaded and ideated #GentsChat, a weekly branded Twitter chat with ten menswear influencers worldwide, generating an overall increase of 361% engagement on Twitter and garnering press coverage.
- Boosted Instagram followers by more than 600% over 2014, surpassing 1 million fans on Facebook in 2015.
- Project managed key digital initiatives, such as the first ever GQ Instameet, generating over 22,000 likes in under 24 hours, New York Fashion Week Fall 2015, Spring 2016 fashion show social media strategy, and developing key influencer partnerships.

ICED Media (New York, New York City)

January 2014 to October 2014

Account manager – Managed social media strategy for StriVectin, a cosmeceutical skincare brand, with one direct report.

- Oversaw development and rollout of monthly editorial calendars across Facebook, Instagram, Pinterest, Twitter and Google+.
- Led a major digital activation across all social platforms, generating over \$300K in revenue and increasing Facebook reach and Twitter impressions by 307% and 319% respectively across the month of March.

Tennis Australia (Melbourne, Australia)

April 2012 to April 2013

Brand Manager – Responsible for two national consumer brands Hot Shots and Cardio Tennis, overseeing AUD \$1.4M marketing budget and two direct reports.

- Led a national bonus-gift campaign for the Hot Shots brand with Nickelodeon SpongeBob, where a total 40,000 backpacks were given away, generating 166% additional media value and an increase of 31,104 registrations.
- Developed digital and social media campaign for the Cardio Tennis brand, reaching over 1.7 million people, generating an additional \$45,000 of generated media value.

- Managed multi-channel print and radio campaign for Hot Shots Kids Tennis Day event, bringing a maximum capacity 15,000 registrations, which exceeded more than double last year's figure of 6,000 and \$500,000 worth of media value.

Coca-Cola Amatil (Melbourne, Australia)

April 2010 – April 2012

Trade Marketing Coordinator – Supported marketing promotions in the Convenience and Petroleum space such as 7-Eleven, Mobil and Caltex.

- Developed ATL and BTL marketing promotions to develop key accounts brands as well as drive overall sales volume, producing a volume of over 25,500 cases of 2L stock with over 65% of store uptake.
- Developed BP 'Win \$100 Fuel Card Every Hour' campaign, which increased dollar sales by 15% during a 3-week promotion period.

IPC Media Ltd. (London, United Kingdom)

January 2009 – March 2010

Marketing Executive, Woman & Home magazine – Coordinated promotions and campaigns for the print magazine and website to drive readership and circulation figures.

- Managed content on womanandhome.com and social media sites, including developing promotional copy from development to print.
- Coordinated annual reader event 'Eve Appeal Afternoon Tea' in two UK locations, including budget, bookings, venue arrangements, invitations, gift bag, sponsorships, and transportation for key guests and brand visuals.

Urban Retreat Ltd. (London, United Kingdom)

April 2008 – December 2008

Marketing Assistant – Supported marketing team in developing marketing collateral and visual merchandising for flagship store in Harrods.

- Managed EDM content and communication to customer database.
- Compiled content and coordinated product photo shoot for annual Beautique magazine.
- Organized UK distribution of 10,000 Beautique magazines across retail network to encourage customer purchase, which boosted sales by 11.2% during the festive season.

MINI Cooper (Melbourne, Australia)

February 2006 – March 2008

Marketing Assistant – Supported marketing team with national events, product launches, dealership training and sales collateral.

- Managed budget, briefed external suppliers and agencies to design and produce an experiential concept piece for consumers as major partner of the MINI Independent Runway parade for the 2008 L'Oreal Melbourne Fashion Festival.
- Concept and copywriting development for MINI E-magazine, a curated online quarterly publication distributed to the national customer base.
- Organized the MINI International Melbourne magazine event which involved compiling press kits, media relations and venue management. The events brought in more than 300 guests and substantial media value, with the magazine distributed in over 85 countries with a yearly circulation of 450,000 copies.

Education

The University of Melbourne

March 2003 – December 2005

Bachelor of Commerce (Marketing Major)