



Lee Kai Yu

Brand & Communications . Visual Strategy . Creative Direction

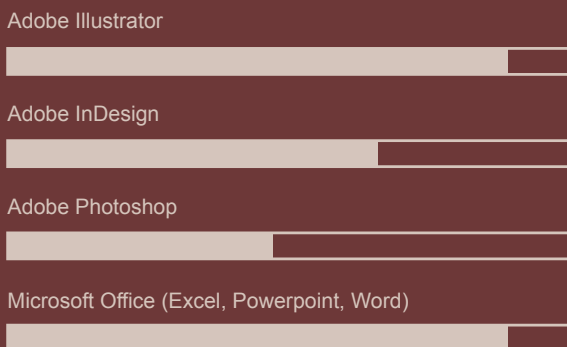
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Skills

Language



Software



About me

I specialise in corporate communications and brand strategy, with experience supporting multi-channel initiatives across government and private sectors. Combining strong messaging discipline with visual communication expertise, I work closely with stakeholders to ensure brand consistency, clarity, and effective delivery across platforms.

Education

JULY
2018
—
AUGUST
2019

RMIT University (SIM Global)
Bachelor's Degree in Communication Design

APRIL
2012
—
MAY
2015

Ngee Ann Polytechnic
Diploma in Product & Design Innovation

2008
—
2011

Marsiling Secondary School
O Level

2002
—
2007

Fuchun Primary School
PSLE

Experience Overview

Corporate Communications & Stakeholder Engagement

- Supported multi-channel communication initiatives across digital, web, and internal platforms
- Coordinated cross-functional stakeholders, agencies, and vendors to ensure alignment of messaging and deliverables
- Contributed to the development of structured communication plans aligned with organisational priorities
- Ensured brand consistency and adherence to corporate guidelines across communication touchpoints

Campaign & Institutional Communications

- Managed content calendars and communication timelines to ensure timely and accurate dissemination
- Monitored performance metrics and supported reporting to evaluate communication effectiveness
- Contributed to event-linked communications and institution-wide initiatives

Visual & Brand Communications

- Translated strategic messaging into cohesive visual assets across digital and print platforms
- Designed communication materials aligned with corporate brand standards
- Integrated visual communication principles to enhance clarity and audience engagement

Product & Strategic Content Development

- Supported product and initiative launches through structured content planning and messaging development
- Conducted market research to inform positioning and communication approach

Current Employment

FREELANCE

Digital Marketing & Graphic Design

(for Beauty & Wellness and Interior Design Companies)

Digital Marketing

- Plan and execute digital marketing content to strengthen brand visibility and online presence
- Develop content calendars to ensure consistent and timely campaign delivery
- Create platform-appropriate content aligned with brand positioning and target audiences
- Support promotional campaigns, launches, and brand storytelling through digital channels
- Analyse audience trends and performance insights to refine content direction and messaging
- Worked closely with business owners to align marketing strategies with business objectives

Graphic Design

- Design digital marketing assets including social media visuals, web banners, posters, digital ads, and product packaging
- Develop brand-aligned visual identities tailored to beauty and interior design aesthetics
- Create cohesive visual systems to ensure consistency across digital touchpoints
- Translated brand positioning into visually engaging designs that resonate with target audiences
- Adapt design styles based on campaign objectives, industry trends, and audience preferences
- Deliver creative assets optimised for various digital platforms and formats

Work Experience

ENERGY MARKET AUTHORITY

Assistant Manager, Corporate Communications (Contract)

28 August 2023 - 27 April 2024

External Communications

Social Media

- Liaising with creative agencies, vendors, and content partners
- Monitoring follower growth, post reach, and engagement rates on all social media platforms
- Monitoring social media metrics to achieve KPIs
- Review and edit the monthly social media budget plan
- Overseeing the social media calendar
- Proofreading and reviewing all social media posts
- Copywriting for announcement social media posts and LinkedIn Newsletter

Website

- Liaising with creative agencies, vendors, and EMA colleagues for website feature stories
- Coordinating online interviews with copywriters and featuring EMA colleagues
- Proposing and creating content briefs for external copywriters to work with
- Proofreading and reviewing interview questions, website feature story contents
- Editing photos used for website feature stories

Event-based

Singapore International Energy Week (SIEW) 2023

- Liaising with various line departments, creative agencies, and content partners
- Copywriting for SIEW announcement social media posts
- Proofreading and reviewing all social media posts
- Overseeing the social media calendar to prevent content fatigue for the audience
- Ensuring that social media posts are released strictly after the embargoed time

Internal Communications

Social Media

- Create content and design for the monthly social media note eDM
- Develop the 2024 work plan for social media
- Update social media access rights and SOPs
- Report on monthly and yearly social media progress

Customer Service/Service Excellence

- Create eDM content and design for internal Service Awards 2024
- Design eDMs for all Service Excellence training programs and relevant content

Design

- Design the internal monthly social media note eDM
- Design all Corporate Communications Department collaterals
- Create header banners for the 2024 Energy Scan
- Design internal festive e-card
- Handle ad hoc design work for various departments

Others

- Perform daily energy scan duties
- Serve as the main Goods Receipt officer for the Corporate Communications Department
- Translate officers' titles and energy terms from English to Mandarin

Work Experience

MITSUBISHI HEAVY INDUSTRIES ENGINE SYSTEM ASIA

Regional Brand & Marketing Communications Executive

Covering Regional Marketing Manager during maternity leave

25 October 2022 - 28 February 2023

Marketing

- Establish corporate LinkedIn and YouTube
- Monitor LinkedIn growth and engagement
- Implement marketing strategies
- Plan social media calendar and create content
- Maintain corporate website
- Collaborate on product descriptions with Sales and Engineering
- Align branding with overseas subsidiaries
- Edit business proposals, slides, and create email signatures

Events

- Develop games for 2022 end-of-year dinner
- Capture photos and videos for portal and LinkedIn
- Network and liaise with vendors

Design

- Create marketing collaterals, brochures, leaflets, posters, and social media posts
- Capture photos and videos for events and products
- Design event posters, social media posts, and website layouts

Logistics

- Pack and schedule delivery orders for overseas subsidiaries
- Manage inventory for corporate gifts

HR

- Proofread job descriptions and post listings on LinkedIn
- Shortlist and compile resumes for HR

Work Experience

MUN SIONG ENGINEERING

Marketing & Communications Executive

29 June 2021 - 14 September 2022

Marketing

- Monitor LinkedIn, plan social media, and copywrite for marketing materials
- Implement campaigns, send EDMs, and coordinate internal communications
- Manage corporate website, edit/proofread content, and translate to Mandarin
- Generate monthly reports, write appreciation letters, and plan CSR events
- Liaise with partners/vendors, organize photoshoots, and create presentation slides

E-commerce (Lazada & Shopee)

- Create proposals, set up/update pages, and design banners/images
- Upload product information and maintain pages on the corporate website
- Develop LinkedIn posts for promotions and boost sales and brand awareness

CSR Events

Blood Donation Event on 23 - 24 October 2021 & 26 - 27 February 2022

- Plan and organize CSR events, design materials, and liaise with charities
- Submit participant information to Red Cross Singapore and ensure compliance with COVID-19 regulations

Design

- Develop marketing collateral and LinkedIn posts
- Revamp the corporate website and create employees' welfare collateral
- Design festive e-greeting cards, handle visual merchandising, and create e-commerce artworks
- Decorate for festivities and design subsidiary brand logos

Adhoc

- Proofread and edit various documents, including presentation slides, business reports, and templates
- Upload the Employee handbook to the company's shared portal

Finance

- Proofread 6-month Interim and FY2021 Financial Statement Reports

HR

- Propose and order welfare materials, coordinate deliveries, manage dietary preferences
- Update corporate website careers page, plan Internal Chinese New Year virtual greetings

Logistics & Purchasing

- Source vendors, liaise with suppliers, raise PR for various department orders, conduct stock checks for corporate gifts

Administrative

- Distribute and collect Customer and Supplier Feedback Forms
- Liaise for updated figures on Corporate slides and prepare meeting minutes

Project-based

Annual General Meeting, Annual Report & Circulars 2021

- Coordinate with internal Finance and external vendors
- Design Annual Report cover page, oversee content, and create AGM Registration form
- Manage shareholder registration, ensure functional virtual AGM links, and upload documents to the corporate website

Sustainability Report 2021

- Propose and design report cover, layout, and key content sections
- Proofread and upload the report to the corporate website

Work Experience

BS GROUPS (Asian Skin Solution, BottomSlim, Tokyo Bust Express) Marketing Executive cum Designer (Contract)

18 November 2019 – 30 July 2020

Marketing (All 3 Brands)

- Liaise with clients, partners, and vendors
- Manage social media growth and campaign performance
- Plan and execute online/offline campaigns
- Create social media calendars, schedule posts, and engage with the audience
- Copywrite for social media and marketing collaterals
- Translate content to Mandarin
- Conduct market research

E-commerce (Shopee)

- Set up Shopee page, design banners, and create promotional social media posts

Design (All 3 Brands)

- Develop marketing collateral, including outlet signages, posters, and flyers
- Design social media content, gift vouchers, and e-commerce artworks
- Conduct photoshoots and create visual content
- Design name cards and appointment card templates

Adhoc

- Coordinate job interviews, prepare meeting minutes, and install marketing slides into all outlets

ELEMENTS WELLNESS GROUP (Elements Wellness, Salon Infinity, BBounce) Marketing Executive

06 November 2017 – 16 May 2018

Marketing

- Generate monthly reports and manage social media campaigns
- Write content and report digital marketing expenses
- Distribute online leads, update systems, and check PayPal transactions
- Brief outlet staff and create landing pages, eDMs, and SMS content
- Liaise with marathon organizations and marketing partners

Design

- Develop marketing collaterals, including Sales Kit, signages, posters, and gift vouchers
- Design social media campaigns, posts, website layouts, email headers, and eDMs

Customer Service Officer (Part-time)

19 September 2018 – 26 May 2019

Customer Service

- Handle customer calls, schedule appointments, and provide reminders
- Update appointment records and customer information
- Maintain spa cleanliness
- Communicate treatment details and notify customers of any last-minute changes

Work Experience

THE SINGAPORE MINT

Marketing Executive (Contract)

November 2014 – August 2017

Product Development

- Conduct market research
- Conceptualize and design new products
- Create simulations with packaging and descriptions
- Source vendors based on sales trends
- Liaise with suppliers for materials
- Perform quality checks on samples
- Create product codes and descriptions for tracking

Events Management

Lunar Fair (Jan 2016 & Jan 2017)

- Manage Free Gift Redemption Booth, control inventory, and design posters
- Ensure booth maintenance and resolve issues professionally

Lunar Roadshow (Jan 2016 & Jan 2017)

- Lead Ang Mo Kio Hub Road Show, plan schedules, control stocks, and maintain booth
- Achieve top sales among 5 roadshow locations

Customer Engagement Programs

- Design posters and props for retail sales
- Create goodie bag tags and exhibition posters

Project Management

Festive Product Catalogue

- Collaborate on the theme with in-house designer
- Liaise with the printing house for production
- Obtain product information and images from line departments
- Copywrite in English and Chinese
- Proofread content

Product Design & Launch

- Conceptualise and design products aligned with market trends
- Collaborate with teams, create detailed specifications, and work with suppliers
- Manage the product development lifecycle
- Conduct market research and refine product features
- Plan and execute product launches, coordinating marketing effort
- Develop launch plans, timelines, and budgets
- Collaborate with marketing for messaging and positioning
- Monitor post-launch performance and gather feedback
- Stay informed about industry trends and competitor products
- Ensure compliance with company standards

Design

- Develop marketing collaterals, online banners, and manage visual merchandising
- Design gift cards, description cards, and certificates

Logistics

- Prepare customer order and delivery forms
- Coordinate with inventory for timely deliveries
- Notify customers of stock arrivals in coin programs via email