

Tan Kuan Sheng Zakchary

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Career Summary

Marketing Executive with 5+ years of experience across F&B, Automotive, Beauty, and Sports industries. Proven ability to plan and execute integrated marketing campaigns across digital and physical channels — from brand identity and social media to paid media, e-commerce, supplier coordination, and live brand activations. Experienced in managing multiple brands and projects simultaneously, collaborating cross-functionally, and delivering consistent, on-brand results. Currently completing a Diploma in Digital Marketing and Branding while working full-time. Eager to bring this breadth of experience into a hospitality environment.

Experience

Kings Cart Coffee / Marketing Executive

NOV 2024 - PRESENT, SINGAPORE, FULL TIME

- Planned and executed integrated marketing campaigns across digital and physical channels for 3 F&B brands — driving brand awareness, footfall, and customer engagement.
- Developed and managed all marketing materials across digital platforms and physical collateral — including social media content, menu design, promotional materials, and in-store brand touchpoints.
- Strengthened brand online presence through social media management, email marketing, paid advertising, and e-commerce — growing combined following 100% (2K → 4K).
- Acted as key marketing contact for all three outlets — conceptualising new menus, developing supporting collaterals, and ensuring consistent brand presentation across all touchpoints.
- Coordinated with suppliers and vendors for brand activation events at Singapore Coffee Week and Hyrox — managing creative production, logistics, and on-site execution end-to-end.
- Collaborated with operations and kitchen teams on new product launches — translating business objectives into consumer-facing campaigns and materials.
- Managed KOL partnerships to extend brand reach and drive awareness across owned and earned channels.
- Ran paid media campaigns on Meta and Google Ads, monitoring performance and optimising for conversions — achieving 8 conversions in week one at \$2/day.
- Co-developed a customer loyalty programme using Eber — designing the consumer-facing interface and rewards mechanics to drive repeat visits and retention.
- Independently migrated e-commerce storefront from Wix to Shopify — handling all setup, front-end development, and go-live.

1103 Studios / Content Creator Associate

JUN 2024 - AUG 2024, SINGAPORE, INTERNSHIP

- Supported planning and execution of social media campaigns for 3–5 client brands across Automotive, Beauty, and F&B – managing multiple accounts simultaneously.
- Produced written, visual, and video content optimised for platform performance; presented campaign recommendations directly to clients.
- Contributed to creative brainstorming and ideation for integrated social and digital campaigns.

Modern Hippi / Content Creator

JAN 2024 - APR 2024, SINGAPORE, FREELANCE

- Conducted in-depth research on consumer behaviors to align brand visuals with the Unique Selling Point (USP), ensuring content effectively resonates with the target audience.
- Developed and implemented Standard Operating Procedures (SOPs) for social media content creation, ensuring consistent quality and efficient production.
- Designed and executed targeted email marketing campaigns using Shopify.
- Demonstrated proficiency in a broad range of Adobe Creative Suite software, Meta Business Suite & Shopify.

Guards Formation Media Team / Overall In Charge

APRIL 2022 - OCTOBER 2023, SINGAPORE

- Developed engaging content for a Formation-focused Facebook group, collaborating with key stakeholders to ensure precise messaging. Committed to continuous research and innovation for enhancing content appeal and viewer engagement.
- Transformed the team's content standards from photo-centric content to comprehensive production, integrating graphic design, videography, and professional photography.

SG Titans / Content Creator

JANUARY 2018 - PRESENT, SINGAPORE

- Developed content through their Instagram in the form of photography, videography and graphic design.
- Organized the first tertiary level strongman competition in 2019 at Singapore Polytechnic.

Skills

Adobe Photoshop, Premiere Pro, After Effects, Lighting, Sound Design, Active Listener, Leadership, Collaborative Skills, Negotiation, Presentation, Customer Skills, Independent, Attentive, Interpersonal Skills, Team Player, Google Ads, Meta Ads Manager, SEO, Email Marketing, Brand Strategy, Campaign Management, Analytics

Education

Diploma in Business Practice (Digital Marketing & Branding) - Republic Polytechnic

APR 2023 - OCT 2026, SINGAPORE - Pursuing while working full time.