




# VALERIE SUMAGUE

COMMUNICATIONS | CONTENT CREATION | MARKETING


 Singapore Citizen

 Based in Singapore

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## EXPERIENCE

### Marketing Communications Executive

**MCI Group Asia Pacific Pte. Ltd.**

Mar 2023 – Feb 2024

Singapore

- Developed visual, digital and written content for 5 associations from pharmaceuticals, healthcare, landscape architecture and actuarial science
- Leveraged technical expertise to communicate scientific concepts into compelling messages, resulting in 10% increase in subscribers monthly
- Utilized data-driven insights to optimize campaign performance, boosting open rates by 5% and click rates by 3% compared to the previous year
- Prepared detailed post-event reports containing engagement metrics to assess strategies and drive continuous improvement in future campaigns

### Process & Equipment Engineer, Dry Etch

**Micron Semiconductor Asia Operations Pte. Ltd**

Jul 2020 – Feb 2023

Singapore

- Performed daily monitoring and troubleshooting to ensure line health and high productivity while achieving at least 90% mature yield
- Quality champion and driver of wafer scrap metrics, collaborated with the team to reduce scrap / downgrade by 200% and meet quarterly targets
- Designed process experiments for yield and cost improvement, with one gas reduction project achieving over \$500,000 in cost savings
- Conducted data analyses to assess KPIs and translated data into clear, actionable insights to showcase gains and highlight key issues

### Polymers Technical Intern

**ExxonMobil Asia Pacific Pte. Ltd.**

Jan 2019 – May 2019

Singapore

- Documented 2 safety planners monthly to empower team to adopt a constructive safety mindset and promote a zero-accident workplace
- Completed alarm optimization projects by increasing the temperature with less water required, resulting in 10% profit from reduced material costs

## CERTIFICATIONS & AWARDS

- Digital Marketing Certification, FutureLearn (2023)
- Fundamentals of Digital Marketing, Google Digital Garage (2023)
- Quality Representative Recognition Award, Micron (2021, 2022)
- Best Poster Award, NTU SCBE Chem E Car Competition (2019)

## PROFILE

A dynamic professional seeking new opportunities in digital content and strategic communications. A creative problem solver capable of identifying effective solutions, with a proven ability to adapt quickly and deliver results with an eye for detail. Passionate about storytelling and developing impactful strategies that inspire and drive success.

## COMPETENCIES

- Data-Driven Strategic Planning
- Communication, Presentation & Public Speaking
- Digital Marketing (Content, Social Media, Email, Mobile)
- Copywriting & Proofreading
- Project & Time Management

## SKILLS

### Languages (Fluent & Literate)

English, Mandarin Chinese, Tagalog

### Data Analytics & Visualization

Google Analytics, JMP, Tableau

### Microsoft Office Suite

Excel, Word, Powerpoint

### CRM & Marketing Automation

GlueUp, Oracle-Eloqua

### Social Media Management

Meta, LinkedIn, X, Youtube, Tiktok

### Digital Media Software

Canva, Animoto, Clipchamp, Capcut

## EDUCATION

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### FlexiMasters in Marketing in a Digital World, Certification

#### Nanyang Business School

Dec 2021 – Jun 2022

Singapore

- Relevant Courses: Value Creation Through Effective Marketing, Omnichannel Communication, Power of Branding, Consumer Insights

### Bachelor of Engineering in Chemical and Biomolecular Engineering, Honours (Distinction)

#### Nanyang Technological University

Aug 2016 – Jun 2020

Singapore

- Relevant Courses: Engineering Communication, Cultural Intelligence, Process Engineering for Gas/LNG & Pharmaceutical Industries

## ACTIVITIES

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### Branding & Communications Strategist, BEING.LAGOM

May 2024 – Present

Singapore

- Assists in social media strategies for a healthcare community dedicated to understanding psychiatric illness among healthcare professionals

### Publicity & Documentation Coordinator, CFC Singles for Christ

Jan 2023 – Present

Singapore

- Prepares promotional materials and social media announcements for ad-hoc community events and conferences
- Published Instagram event reels for an 8-week formation programme

### Social Media Content Creator

May 2020 – Present

Singapore

- Creates lifestyle and music content for Instagram and Tiktok
- Publishes written content, including blog posts and articles, for Wordpress
- Conducts research on trends, popular hashtags and optimal posting times to produce relevant and informative content

### Events Emcee, Freelance

Aug 2019 – Present

Singapore

- Hosted company events such as the Micron Technical Seminar (2022), and represented Micron in a campaign by The Smart Local (2022)
- Hosted campus events such as the HP-NTU Lab Opening (2020)

### Artistic Director, NTU SCBE Transition & Orientation Committee

Aug 2017 – Aug 2018

Singapore

- Documented camp promotions and events highlights using digital media
- Boosted social media engagement by 200% through visual content

## ADDITIONAL SKILLS

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- Content Creation (Design, Photography, Videography)
- Content Writing (Social Media, Articles, Newsletters, Email)
- Community Management
- Supplier & Client Management
- Media Relations
- Project Management Software (Notion, Monday.com)
- Event Planning & Execution

## REFERENCES

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### Sheryl Tan

Process Engineering Manager at Micron Semiconductor Asia Operations Pte. Ltd.

[sheryltan@micron.com](mailto:sheryltan@micron.com)

### Sharon Mascarinas

Deputy Director at MCI Group Asia Pacific Pte. Ltd.

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### Jemilah Senter

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