

VALERIE SUMAGUE

MARKETING COMMUNICATIONS | CONTENT | BRAND STRATEGY

👤 Singapore Citizen

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EXPERIENCE

Marketing & Communications Executive

SGTraDex Services Pte. Ltd.

Aug 2024 - Present

Singapore

- Enhances LinkedIn presence through strategic content, increasing click rate by 6%, engagement rate by 10% and reposts by 150%
- Led end-to-end exhibition marketing for large-scale industry events, such as SIBCON 2024 and Singapore Maritime Week 2025
- Collaborates with key decision-makers on joint strategies across C-level executives, service providers, associations and public agencies
- Optimises lead generation by creating high-impact outreach materials and product messaging for business development and software teams
- Manages corporate branding, ensuring consistency and impact across stationery, social media, corporate collaterals and website content

Marketing Communications Executive

MCI Group Asia Pacific Pte. Ltd.

Mar 2023 - Feb 2024

Singapore

- Developed visual, digital and written content for 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
- Utilised data-driven insights to optimise campaign performance, boosting open rates by 5% and click rates by 3% compared to the previous year
- Prepared detailed post-event reports to evaluate strategies and drive improvements for 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 over 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

CERTIFICATIONS

- The Strategy of Content Marketing, UC Davis (2024)
- HubSpot Marketing Hub Software, HubSpot Academy (2024)
- Fundamentals of Digital Marketing, Google Digital Garage (2023)

SUMMARY

Dynamic B2B marketing professional with diverse cross-industry experience. Skilled in branding, strategic marketing campaigns and generating high-quality leads. Versatile storyteller and creative problem solver with a proven ability to transform complex ideas into impactful initiatives that drive business growth.

COMPETENCIES

- B2B Branding & Content Strategy
- Integrated Marketing Campaigns
- Event Marketing & End-to-End Execution
- Creative Direction, Visual Storytelling & Copywriting
- Stakeholder Engagement & Cross-Functional Collaboration
- Marketing Analytics & Performance Tracking

SKILLS

Languages (Fluent & Literate)

English, Mandarin Chinese, Tagalog

Microsoft Office Suite

Excel, Word, Powerpoint, Forms

Adobe Creative Cloud Suite

Illustrator, Lightroom

Social Media Management

Meta, LinkedIn, X, Youtube, Tiktok

Digital Media Software

Canva, Capcut, Clipchamp, Animoto

CRM & Marketing Automation

GlueUp, HubSpot, Oracle-Eloqua

Data Analytics & Visualisation

Google Analytics, Tableau

EDUCATION

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

Founder & Writer, Music Musings

October 2024 – Present

Singapore

- Manages a weekly curated music newsletter that helps readers discover new music and find inspiration in non-mainstream recommendations
- Conducts research, SEO, and content writing to create engaging meta descriptions, landing pages, and written content to attract new readers

Brand & Marketing Manager, BEING.LAGOM

May 2024 – Present

Singapore

- Leads social media strategies for a healthcare community dedicated to understanding psychiatric illness among healthcare professionals
- Performs research on trends, popular hashtags and optimal posting times to produce relevant, informative and uplifting content

Publicity & Documentation Coordinator, CFC Singles for Christ

Jan 2023 – Apr 2024

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

Events Emcee, Freelance

Aug 2019 – Feb 2023

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

- Content Creation (Design, Photography, Videography)
- Content Writing (Social Media, Articles, Newsletters, Email)
- Community Engagement & Relationship Management
- Media Relations & Publicity
- Basic SEO, UI/UX Design & Website Architecture
- Supplier & Client Coordination
- AI Tools for Research & Strategy (ChatGPT, Gemini, Perplexity, Claude, DeepSeek)
- Project Management Tools (Notion, Loop, Monday.com)

REFERENCES

Alvin Teu

Head of Marketing & Communications at SGTraDex Services Pte. Ltd.

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