

Glenson Soo Yew Keat 苏友杰

BLK 710 Pasir Ris Street 72, #06-75 Singapore 510710

Mobile Tel: +65 8366 0164

Email: glensonsoo@gmail.com

INTRODUCTION

Marketing and Communications professional with 5 years' experience in regulated environments. Skilled in corporate communications, financial content development, stakeholder engagement and campaign execution. Experienced in translating complex financial and regulatory concepts into clear, customer-facing narratives. Seeking to contribute to strategic communications expertise within a structured financial institution.

CORE COMPETENCIES

Corporate Communications | Content Strategy | Editorial Leadership | Digital Marketing | Website & Landing Page Development (WordPress, Elementor) | Event Marketing | Stakeholder Engagement | Regulatory-Sensitive Communications

PROFESSIONAL EXPERIENCE

PreceptsGroup

Associate, Brand & Communications | Nov 2023 – Present

- Lead editorial direction of quarterly financial publication distributed to 12,000+ subscribers and public institutions (including National Library Board), ensuring alignment with regulatory standards and corporate messaging priorities.
- Partnered with senior leadership to draft executive speeches, chairman messages, strategic updates and keynote scripts, shaping organisational narrative across internal and public platforms.
- Led end-to-end marketing communications strategy for annual Public Forum at Suntec Convention Centre, engaging 1,000+ attendees. Ensured messaging consistency across all public-facing materials including flyers, event booklets, digital campaigns, and on-site collateral.
- Managed third-party advertising vendors and media placements, overseeing campaign timelines, creative execution, and brand alignment across multiple channels.
- Collaborated cross-functionally with Product, Compliance, Operations, and Practitioners to ensure communications accuracy, regulatory alignment, and stakeholder clarity.
- Developed and executed integrated marketing campaigns supporting Wills, Trusts, and digital trust solutions within a regulated financial services environment.
- Supported sensitive communications relating to regulatory updates, operational changes, and leadership transitions, ensuring clarity and reputational stability.
- Drove significant growth in Instagram engagement metrics since joining, increasing content interactions and profile visits (8,000+) through structured content strategy and audience-focused messaging.

VisionGym Asia

Digital Marketing Executive | Aug 2022 to Nov 2023

- Managed multi-channel digital marketing campaigns across social media and e-commerce platforms, overseeing content creation, advertising execution, and performance tracking
- Led paid advertising initiatives on Meta platforms, analysing campaign metrics to optimise engagement, reach, and conversion performance.
- Coordinated brand events and exhibitions, supporting lead generation and on-ground marketing activation efforts.

Market for Good

Digital Marketing Trainee | Nov 2021 to Aug 2022

- Managed social media channels (Facebook, Instagram, LinkedIn), overseeing content development and engagement strategy.
- Supported partnership outreach initiatives and assisted in business development efforts.
- Analysed campaign performance data to optimise digital marketing effectiveness.

EDUCATION

RMIT University (SIM Global Education), Singapore | 2018 – 2020

Bachelor of Business (Marketing)
