

KATJA KROONENBERG

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CORE SKILLS

Marketing and Strategy

Campaign Planning & Execution
Audience Engagement &
Outreach Social Media Content &
Scheduling Event Promotion &
Collateral

Tools and Analytics

Campaign Planning & Execution
Audience Engagement &
Outreach
Social Media Content &
Scheduling
Event Promotion & Collateral

Communication

Copywriting for Digital Channels
Stakeholder Collaboration
Cross-Functional Teamwork

PROFESSIONAL EXPERIENCE

Marketing Intern – Arts House Group (AHG) | Singapore

May 2025 - August 2025

- Developed and executed targeted marketing campaigns to increase awareness and engagement for arts programming and festival events.
- Collaborated with cross-functional teams to develop promotional materials (social media, email newsletters, print flyers).
- Monitored and reported key performance metrics to stakeholders to refine campaign strategies.
- Assisted in audience outreach initiatives for community partners and cultural institutions.
- Supported digital campaigns including content planning, scheduling, and analytics tracking.
- Drafted and curated copy for digital platforms including social media and newsletters.
- Provided insights on audience behaviour to improve engagement rates across campaigns.
- Coordinated production schedules with creative teams and external vendors.

PROJECTS

Marketing Team – Rock and Indie Festival (RIF) | Singapore

May 2025 - August 2025

- Introduced a visual identity refresh that aligned the festival's gritty, indie tone with LASALLE's contemporary arts branding.
- Created artist spotlight features that increased pre-event visibility for student performers.
- Produced high-engagement short-form video content showcasing rehearsals, behind-the-scenes prep, and festival energy.
- Coordinated with performers to amplify reach through reposts and collaborative content.

CMSG x ACS OBA Brick Relay Fundraising Proposal

August 2024 - May 2025

- Transformed conserved bricks into a meaningful fundraising asset.
- Created a low-cost, high-impact fundraising model supporting museum sustainability.
- Engaged ACS alumni, CMSG stakeholders, and families through narrative-driven outreach.
- Strategically planned for stakeholder outreach, launch events, and donor engagement.

EDUCATION

BA(Hons) Arts Management, LASALLE College of the Arts

February 2025 - November 2028

Modules: History and Contextual Studies; Communications Studies; Accounting; Research Writing; Arts Policy; and Visual and Performing Arts Management Practice.