

CHEREEN GOH

Observant and diligent, with a deep interest in stories, people, the arts and culture, cinema, and history. Inclined towards writing, interviewing, photography, and research, with a thoughtful and analytical approach and adaptability across diverse fields.

EXPERIENCE

MARKETING INTERN

Le Petit Society

2025

- Led SEO marketing efforts, including keyword research, managing meta tags, writing SEO-optimised articles to improve website visibility and traffic
- Created and edited both visual and written content for marketing channels to support brand engagement
- Developed structured interview questions for KOLs to guide influencer collaborations and content creation
- Produced training materials by developing a video tutorial and written guide on SEO and product creation protocols for internal use
- Managed product listings and SKU creation using Magento
- Supported retail operations by assisting customers and maintaining daily store activities

PROJECTS

CREATIVE DIRECTOR, PHOTOGRAPHER, STYLIST

Love, Bonito

2025

- Led a group of six students of different disciplines for the creative concept of overall campaign
- Styled six looks for the overall campaign
- Coordinated the loaning of clothes with various people and teams, communicating and negotiating with people weekly
- Sourced for accessories and set props
- Shot a photoshoot and video for the campaign while under time constraint and high pressure, was responsible for the post-production of video and all images of the photoshoot

+65 93707861

goh.chereen@gmail.com

gohchereen.myportfolio.com

SKILLS

- Writing
- Photography
- SEO & Digital Marketing
- Content & Communication
- E-commerce & Operations
- Customer Service & Retail Support
- Creative Direction
- Adobe CC: Photoshop, Lightroom, Premiere Pro, Illustrator

EDUCATION

DIPLOMA IN CREATIVE DIRECTION FOR FASHION

Lasalle College of the Arts, University of the
Arts Singapore

2023 - 2026

LANGUAGE

English

Mandarin Chinese