

DING RUOXUAN

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SUMMARY

As a student of Media and Marketing, I am eager to apply my analytical and research skills to explore consumer behavior, digital strategies and market trends. With hands-on experience in data-driven marketing, social media analysis and content strategy. I am committed to supporting research projects that drive impactful insights in business and marketing.

TECHNICAL SKILLS

Digital Marketing: Social media management, content creation, copywriting, photography & videography
Creative Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), skilled in visual storytelling and creative direction.

Platforms: Rednote, Instagram, WeChat, TikTok

Languages: English (Fluent), Mandarin (Fluent)

PROFESSIONAL EXPERIENCE

Marketing Specialist, Desert Dessert SG

Jul 2025 - Oct 2025

- Aligned with the marketing team on monthly campaigns and seasonal launches (e.g. National Day signature cake rollout, New Basque launched campaign)
- Managed Instagram end-to-end; rebuilt content system, led shoots/content, handled KOL/KOC; +500 followers in 3 months, +20% IG-driven customers (vs. prior monthly avg)
- Shot Grab product photos and standardized visual guidelines to strengthen brand consistency
- Revamped the menu layout to simplify order-taking and make flavor customization

Marketing Specialist, KER EDUCATION LTD

Mar 2024 - Jun 2025

- Increased follower count by 2600+ in 15 months with viral posts reaching 4100+ engagement, 110k views
- Discussed and managed monthly content calendar with client
- Designed and created content in different forms - design posters, edit photos and videos, copywriting

Digital Marketing Intern, Nimiski

May 2023 - Oct 2023

- Managed social media accounts namely, XiaoHongShu, WeChat, Instagram
- Independently produced content surpassing more than 1000 likes in 1 week and follower count increasing by 2000 followers in 3 months
- Designed promotional posters, business cards, event campaigns, etc.
- Responsible for managing and updating brand's website regularly

EDUCATION

LASALLE College of the Arts (University of the Arts Singapore) | Tuition Grant Recipient

BA (Hons) Fashion Media | 2024 – 2026 (Expected)

- Led and coordinated group projects, ensuring timely delivery and clear role allocation
- Exhibited work at Cross Pollination: Fashion Diasporas (2025)
- Student Volunteer : assisted new students with campus onboarding and guidance (2025)

Diploma in Creative Direction for Fashion | 2021 - 2024

- Achieved strong academic results and progressed directly into Year 2 of the Bachelor's programme.
- Relevant modules: Marketing, Creative Direction, Fashion Making, Graphic Design, Microsoft Office