

Celest Foo

Communications | Design

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EDUCATION:

LASALLE COLLEGE OF THE ARTS
2023 - 2026

Diploma In Design Communication

SINGAPORE INSTITUTION
OF MANAGMENT

2019 - 2019

Foundation In Business Management

DUNEARN SECONDARY SCHOOL
2014 - 2018

GCE O-Levels

SOFTWARE SKILLS:

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Premier Pro
- Figma
- Microsoft Office

PERSONAL SKILLS:

- Strategic Negotiation
- Account Management
- Brand Alignment Analysis
- Problem-Solving
- Strategic Brand Partnerships
- Visual Communication

LANGUAGE:

- English
- Chinese

SUMMARY:

As a Brand Strategist and Talent Architect with a Design Communication degree from LASALLE, I blend creative storytelling with business success. I focus on transforming cold leads into fruitful partnerships by identifying trends to refine talent positioning. My passion for impactful conversations and continuous growth drives my work.

EXPERIENCE:

TALENT MANAGER **2025 - PRESENT**
WILD ENTERTAINMENT GROUP PTE LTD

- Direct high-stakes brand negotiations and contracting for a global roster of artists and creators, converting commercial inquiries into lucrative, long-term collaborations with premier brands.
- Lead the end-to-end lifecycle of influencer marketing initiatives, ensuring seamless coordination between talent, PR, and media partners while maintaining strict brand alignment.
- Drive talent development by providing data-backed strategies to enhance content performance, digital presence, and global marketability across the WILD Group ecosystem.
- Serve as the primary liaison for all commercial and PR inquiries, acting as a dedicated advocate to protect talent interests while delivering high-ROI results for brand partners.

SOCIAL MEDIA STRAGIST **2024-2025**
GLAMÓRE SINGAPORE

- Manage and schedule multi-platform content calendars designed to optimize engagement and maximize audience reach.
- Design visually compelling, brand-consistent assets paired with audience-specific copywriting to drive acquisition and loyalty.
- Market Intelligence: Conduct comprehensive trend and competitor analysis to identify strategic opportunities and maintain peak market relevance.

CREATIVE SPECALIST **2021-2023**
Zen Beauty Pte Ltd

- Identified emerging beauty trends and developed innovative concepts to maintain market competitiveness.
- Developed and implemented proactive marketing strategies (promotions, collateral) for customer acquisition, engagement, and sales growth.
- Cultivated and managed strategic external partnerships to expand reach and opportunities.