

NICOLE SOH



SWISS ARMY KNIFE OF SOCIAL MEDIA

Agile, initiating communicator with 6 years of experience in family-focused speaking engagements and partnerships with diverse stakeholders. Equipped with success in leadership through marketing social media creative content for positive change.

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AREAS OF EXPERTISE

Account Servicing

Youth Coaching

Project Management

Event Hosting

Content Creation

Social Media Marketing

Public Speaking

EXPERIENCE

SALT MEDIA & ENTERTAINMENT

Marketing Executive

Nov 2023 - Present

- Take charge of TikTok account, garnering 8.5k views on top video
- Led and planned movie event about tech advancement, involving three experts on panel sharing

SIM-RMIT STUDENT COUNCIL PUBLIC RELATIONS

Executive Committee Member

Jul 2024 - Nov 2024

- Oversee student council photoshoot of 94 members, leading 14 members in PR department

HEART.TH SOCIAL MEDIA HEAD

Core Team Member

May 2023 - Present

- Create and publish Instagram posts
- Lead a team of three to publish unique content on Telegram and Instagram

SECOND FAMCHAMPS COUNCIL

Member

Jan 2022 - Present

- Ran 3 promotional booths across Singapore to champion families
- Facilitated and led as Camp Commandant in FamChamps Camp 2022 for close to 300 youths

GENERATIONS OF VIRTUE

Director of Youth Engagement

Aug 2022 - Present

- Spoke and conducted family-focused workshops in multiple churches to champion family
- Facilitated intergenerational conversations on family, and the impact of media and technology

TRIBAL WORLDWIDE SINGAPORE

Account Servicing Intern

Sep 2021 - Feb 2022

- Liaised with external clients, wrote job briefs and liaised across internal stakeholders
- Led appreciation project for client in form of physical magazine by consolidating campaign statistics of partnership, facilitated communication with internal stakeholders
- Headed a social media post series managing timelines with a client and internal creatives