

# JASMINE PEREIRA

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With international experience in New York, Singapore, Hong Kong, and Wales, I bring a strong marketing focus to brand coordination, graphic design, and website design. I collaborate with creative teams to energize editorial and brand campaigns, concentrating on layout & deck design, storyboarding, styling photoshoots, and crafting engaging multimedia content for social media.

## EDUCATION

### PARSONS SCHOOL OF DESIGN | THE NEW SCHOOL

Bachelor of Fine Arts (Honors)

Photography Major and Fashion Communications Minor (3.71 GPA)

New York, USA

2017 - 2021

### UNITED WORLD COLLEGE OF THE ATLANTIC

International Baccalaureate

37/45 points | Higher Level: Visual Arts, Design & Technology, English Language & Literature

Wales, UK

2015 - 2017

## PROFESSIONAL EXPERIENCE

### TATLER ASIA SINGAPORE

#### Branded Content and Sales Team Contract Specialist

*Tatler is the leading luxury platform that celebrates the best of Asia. It produces exclusive content and experiences that inspire, empower and connect Asia's most influential communities and brands around shared passions.*

Singapore

March 2024 - Present

- Develop over 30 professional and visually engaging pitch decks for sales and branded content teams, increasing client engagement by 25%.
- Design layouts for the Tatler Dining Guide and over 50 graphics for client campaigns, social media, websites, and marketing materials, ensuring brand consistency and driving a boost in online interactions and increase in reader engagement.
- Collaborate with editors on 15+ story concepts, including location scouting and interview preparations, while contributing to storyboarding sessions and creative brainstorming for photoshoots and videoshoots.
- Coordinate with prestigious brands like Cartier, Tiffany & Co., Bulgari, Guerlain, Givenchy, Dolce & Gabbana, and more for over 20 event product loans and campaign shoot dates, while assisting in styling models and managing production tasks for 15+ photoshoots and videoshoots, ensuring on-time delivery and seamless execution.
- Upload and digitize 50+ print stories on Tatler CMS with SEO-friendly tags and titles, while curating weekly event roundups for social media focused on cultural and exclusive events, resulting in an increase in online visibility and boost in social media engagement.

### DUCHESS AUCTION

#### Marketing Designer

*Duchess Auction is a premier boutique auction house specializing in antique and estate jewelry, offering a curated selection that embodies timeless elegance and tradition, serving discerning clients worldwide.*

New York, USA

June 2023 - March 2024

- Led website design and management projects, focusing on user-centric experiences and end-to-end customer journeys.
- Conducted SEO optimization and produced engaging blog content to enhance website visibility, increasing traffic to the website by 20% month-over-month (MoM).
- Executed and optimized 15+ paid advertising campaigns on Facebook and Instagram, achieving a 30% increase in ROI and a 20% improvement in conversion rates.
- Conceptualized, created, edited, and managed visually appealing photo and video content tailored for Facebook and Instagram.

### FORTUNA®

#### Marketing Coordinator / Creative lead

*FORTUNA is a leading boutique fine jewelry and watch auction house and marketplace, servicing clients in more than 100 countries.*

New York, USA

November 2021 - May 2023

- Managed over 200 website content updates, design assets, and copywriting projects through WordPress.
- Analyzed customer and data insights to inspire market-specific creative concepts, and created and scheduled over 250 content pieces across Facebook, LinkedIn, Twitter, and Instagram, driving a 20% boost in overall social media engagement.
- Served as the creative lead on 10+ projects, providing art direction, photography, videography, design, typography, and campaign concepts, while also designing 100+ assets such as social media graphics, landing pages, and promotional materials, which collectively elevated brand visibility by 20% and increased brand recognition by 35%.
- Prepared and sent email marketing communications for the company's campaign initiatives, brand collaborations, and events, achieving a 20% increase in open rates and a 15% boost in click-through rates.

## ADDITIONAL INFORMATION

- Languages: English (Native), Mandarin Chinese (Native), Cantonese (Native)
- Skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Google Suite, Microsoft Office (Word, PowerPoint, Excel, Teams), Wordpress, Squarespace, Wix, Shopify, Klayvio, Mailchimp, Figma, Canva, Photography, Graphic Design, UX/UI, Marketing and branding, Social media, Storyboarding