

# VALERIE SUMAGUE

## MARKETING COMMUNICATIONS | CONTENT | BRAND STRATEGY

👤 Singapore Citizen

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## EXPERIENCE

### Marketing & Communications Executive

#### SGTraDex Services Pte. Ltd.

Aug 2024 - Present

Singapore

- Enhances LinkedIn presence through strategic content, increasing click rate by 6%, engagement rate by 10% and reposts by 150%
- Led end-to-end exhibition marketing for large-scale industry events, such as SIBCON 2024 and Singapore Maritime Week 2025
- Collaborates with key decision-makers on joint strategies across C-level executives, service providers, associations and public agencies
- Optimises lead generation by creating high-impact outreach materials and product messaging for business development and software teams
- Manages corporate branding, ensuring consistency and impact across stationery, social media, corporate collaterals and website content

### Marketing Communications Executive

#### MCI Group Asia Pacific Pte. Ltd.

Mar 2023 - Feb 2024

Singapore

- Developed visual, digital and written content for associations from pharmaceuticals, healthcare, landscape architecture and actuarial science
- Leveraged technical expertise to communicate scientific concepts into compelling messages, resulting in 10% increase in subscribers monthly
- Utilised data-driven insights to optimise campaign performance, boosting open rates by 5% and click rates by 3% compared to the previous year
- Prepared detailed post-event reports to evaluate strategies and drive improvements for future campaigns

### Process & Equipment Engineer, Dry Etch

#### Micron Semiconductor Asia Operations Pte. Ltd

Jul 2020 - Feb 2023

Singapore

- Performed daily monitoring and troubleshooting to ensure line health and high productivity while achieving over 90% mature yield
- Quality champion and driver of wafer scrap metrics, collaborated with the team to reduce scrap / downgrade by 200% and meet quarterly targets
- Designed process experiments for yield and cost improvement, with one gas reduction project achieving over \$500,000 in cost savings

## CERTIFICATIONS

- The Strategy of Content Marketing, UC Davis (2024)
- HubSpot Marketing Hub Software, HubSpot Academy (2024)
- Fundamentals of Digital Marketing, Google Digital Garage (2023)

## SUMMARY

Dynamic B2B marketing professional with diverse cross-industry experience. Skilled in branding, strategic marketing campaigns and generating high-quality leads. Versatile storyteller and creative problem solver with a proven ability to transform complex ideas into impactful initiatives that drive business growth.

## COMPETENCIES

- B2B Branding & Content Strategy
- Integrated Marketing Campaigns
- Event Marketing & End-to-End Execution
- Creative Direction, Visual Storytelling & Copywriting
- Stakeholder Engagement & Cross-Functional Collaboration
- Marketing Analytics & Performance Tracking

## SKILLS

### Languages (Fluent & Literate)

English, Mandarin Chinese, Tagalog

### Microsoft Office Suite

Excel, Word, Powerpoint, Forms

### Adobe Creative Cloud Suite

Illustrator, Lightroom

### Social Media Management

Meta, LinkedIn, X, Youtube, Tiktok

### Digital Media Software

Canva, Capcut, Clipchamp, Animoto

### CRM & Marketing Automation

GlueUp, HubSpot, Oracle-Eloqua

### Data Analytics & Visualisation

Google Analytics, Tableau

## EDUCATION

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### FlexiMasters in Marketing in a Digital World, Certification

Nanyang Business School

Dec 2021 – Jun 2022

Singapore

- Relevant Courses: Value Creation Through Effective Marketing, Omnichannel Communication, Power of Branding, Consumer Insights

### Bachelor of Engineering in Chemical and Biomolecular Engineering, Honours (Distinction)

Nanyang Technological University

Aug 2016 – Jun 2020

Singapore

- Relevant Courses: Engineering Communication, Cultural Intelligence, Process Engineering for Gas/LNG & Pharmaceutical Industries

## ACTIVITIES

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### Founder & Writer, Music Musings

October 2024 – Present

Singapore

- Manages a weekly curated music newsletter that helps readers discover new music and find inspiration in non-mainstream recommendations
- Conducts research, SEO, and content writing to create engaging meta descriptions, landing pages, and written content to attract new readers

### Brand & Marketing Manager, BEING.LAGOM

May 2024 – Present

Singapore

- Leads social media strategies for a healthcare community dedicated to understanding psychiatric illness among healthcare professionals
- Performs research on trends, popular hashtags and optimal posting times to produce relevant, informative and uplifting content

### Publicity & Documentation Coordinator, CFC Singles for Christ

Jan 2023 – Apr 2024

- Prepared promotional materials and social media announcements for ad-hoc community events and conferences
- Published Instagram event reels for an 8-week formation programme

### Events Emcee, Freelance

Aug 2019 – Feb 2023

Singapore

- Hosted company events such as the Micron Technical Seminar (2022), and represented Micron in a campaign by The Smart Local (2022)
- Hosted campus events such as the HP-NTU Lab Opening (2020)

### Artistic Director, NTU SCBE Transition & Orientation Committee

Aug 2017 – Aug 2018

Singapore

- Documented camp promotions and events highlights using digital media
- Boosted Instagram followers by 200% through visual camp storytelling

## ADDITIONAL SKILLS

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- Content Creation (Design, Photography, Videography)
- Content Writing (Social Media, Articles, Newsletters, Email)
- Community Engagement & Relationship Management
- Media Relations & Publicity
- Basic UI/UX Design & Website Architecture Tools (Figma, draw.io)
- Supplier & Client Coordination
- AI Tools for Research & Strategy (ChatGPT, Gemini, Perplexity, Claude, DeepSeek)
- Project Management Tools (Notion, Loop, Monday.com)

## REFERENCES

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### Alvin Teu

Head of Marketing & Communications at SGTraDex Services Pte. Ltd.

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### Yee Leng Thaw

Chief Market Development & Digital Strategy Officer at SGTraDex Services Pte. Ltd.

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### Marcus Law

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### Jemilah Senter

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