



KERRY LEE SLOAN

CONTACT

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Tilburg, Netherlands
Dual Nationality: British/Thai

ABOUT ME

A passionate and energetic graduate who is multilingual and has a creative, innovative, and analytical mindset, with a focus on raising awareness and engagement with service and product companies' target market. My work experience has allowed me to develop my skills competency across the world of design, media, and communications in the marketing department. My interests are in social media marketing, e-mail marketing, creative text and visual content creation and event organization.

EDUCATION

Tilburg University (2016-2019)

Forecast GPA: 3.55 / Forecast average: 7.43

BA: Online Culture: Digital Media and Global Communication. Minor : Marketing, Visual Arts, Management, Digital and Social Media Strategies and Social media Analytics

KIS International School (2008-2016)

Final Total Grade: 34 out of 45

International Baccalaureate (IB) Diploma

SKILLS

- Proficiency in *Adobe Photoshop, Illustrator, Premiere Pro, Copernica, MailChimp, Airtable, Zapier, Asana*
- Beginners Certificate for *Google Analytics*
- Beginners course for *Google Adwords*
- *Instagram* and *Facebook* content creation and post management
- Event organisation and management
- Fast learner in a group or independently
- Can work under pressure, to deadlines
- Able to multi-task on different projects and campaigns
- Can lead and work as a team or independently
- Native speaker of English and Thai. Basic Dutch.

INTEREST

My hobbies include editing photos, sports, computer gaming, singing, guitar, traveling and interior design using software and sketching.

VOLUNTEER

- Women Detention Centre (fund raising and painted the school at the centre)
- Soi Dog Foundation (took care of the street dogs and cats)
- Hutsadin Elephant Foundation (fed, bathed and cleaned the elephants)
- The Hub Saidek (organised events for the kids)
- Charity Stage Comedy Show Dinner (cashier and registration officer)

EXPERIENCE

INTERNSHIP at Studyportals (EINDHOVEN, NL)

Jan - July 2019

- Strategised, designed and implemented an omnichannel marketing campaign that led to the collection of **5K student reviews**.
- Applied "Grounded Theory" to come up with a new approach in the collection of user's reviews by defining the promotional message based on thorough segmentation analysis and user's cultural behaviour.
- Produced and managed e-mail newsletters using **A/B testing**. Send to **3 million users** with an average of **14% click to open rate** which developed **5K reviews** collected from users.
- Organised, scheduled, and created Facebook organic posts for **270K users**.
- Designed, edited, and created text & visual components for the **B2B landing page** (i.e. **6K visitors and 7K views**) and **B2C landing page** (i.e. **23K visitors and 24K views**).
- Aligned with sponsors and partners (the Education Commission, Shorelight, US News Global Education, ESN) concerning the content for the 1st Student Satisfaction Awards event held in Washington DC, US. The attendees were **200 high profile decision-makers** from university institutions from across the world.
- Collaborated as a stakeholder with the Commercial and Product Innovation team using the **agile planning methodology** to implement modifications in the marketing materials.

STUDENT MENTOR at Tilburg University (TILBURG, NL)

Sept - Dec 2017
Jan - June 2019

- Guided approx. **30 first-year students** in adapting to University lifestyle. By leading discussions on preparation & tips for lectures, exams, and LinkedIn (for internships).

AUTHOR at DiggIt Magazine (TILBURG, NL)

Nov 2016 - Jan 2019

- **Written and published** academic articles on the University Online Magazine (i.e. "*Fictional signs used in the Real world*" and "*Marine Le Pen: Vive la France!*").

ASSISTANT MANAGER at ClipCube Media (BANGKOK, TH)

June - Aug 2016

- Assisted in creating content for Facebook and designed logos & banners on Adobe Photoshop.
- Conducted customer research for the manager and developed web content for the customer websites.

ASSISTANT at Tile-Asia (BANGKOK, TH)

April 2015

- Completed administrative tasks by sorting and filing the company's documents (i.e. invoices, financial documents, legal documents).