



JUSTIN TOH

CONTENT CREATOR

+65 9025 7609

kyoshiexile@gmail.com

www.kyoshiexile.com

Singaporean | Immediately Available

Expected Salary: \$3,500 (Negotiable)

CORE SKILLS

- Content-Driven Branding
- Strategic Event Planning
- Content & Social Media
- Project Management
- Revenue-Driven Marketing
- Training & Development

PROFILE

With over 8 years of content creation experience, Justin has helped companies achieve heightened branding awareness through his diverse skills and Corporate Communications expertise.

PROFESSIONAL EXPERIENCE

ASSOCIATION OF PROCESS INDUSTRY

MARCOMMS SPECIALIST

OCT 2022-2024

- Led partnership projects with government agencies, boosting signups by **31% and achieving 70% engagement**
- Managed ASPRI's Annual Directory and Corporate Calendar, **increasing revenue by 36% and 12%**, respectively.
- Oversaw marketing and social media, **growing organic followers by 22%** and revamping all corporate materials.
- Co-organized networking events with **over 86% turnout rate** and handled various ad hoc tasks, including overseas cohesion and membership engagement.

DBS BANK LTD.

COMMUNICATION SPECIALIST

APR-OCT 2022

- Organized internal events and campaigns, achieving over **80% turnout and 70% engagement**.
- Designed marketing collaterals and boosted Pluralsight viewership by **15% in 3 months**

ST ENGINEERING

CONTENT DEVELOPER

JUL 2017- DEC 2021

- Developed and managed e-learning content, **training 500+ cadets with a 93% passing rate**.
- Led LMS operations, **overseeing 1,500+ users, 200+ training materials, and a team of 4 staff**.

ACADEMIC BACKGROUND

NANYANG ACADEMY OF FINE ARTS

2013-2016

Dip in Illustration Design with Animation

JURONG WEST SECONDARY

2001-2007

GCE O' Levels

CERTIFICATES

- Manage E-commerce Stores by Google
- Digital Marketing Strategy Course by WSQ
- Advance Certificate for Training and Assessment (ACTA) by WSQ

TECHNICAL PROFICIENCY

- Corporate Collaterals
- Copywriting
- Video Production
- Game/App Design
- E-commerce operations
- Professional Development
- Training Content Creation
- Website Creation
- Social Media Management
- Product Performance Analysis

WORK SHOWCASE

