



Allon Lim

Aged 26, Singaporean - Digital Marketer, Web Designer & Developer

allonlim.com

Work Experience

MAR 2017 -
CURRENT

ROCKSTAGVID Productions Digital Marketing Manager

Management of RSV's marketing activities – Develop marketing campaigns and budgeting, Market analysis, Public Relations, brand development and more. Planning digital marketing campaigns, including web, SEO/SEM, content, social media marketing and display advertising (Google Adwords, Facebook Advertising).

Design & Development of RSV's website – converting site traffic through CTAs, landing pages, and content. Manage growth & operations of online local food and culture magazine (Kopi Folks)

JAN 2016 -
JAN 2017

Marketlight Pte Ltd Marketing Operations Manager

Management of day-to-day operations involving its digital marketing campaigns, web development products. Made key improvements to weekly campaign reporting metrics, web development processes and operations. Implemented detailed project management process, detailing from customer engagement to launch.

Led all web development projects, including Landing Pages + eCommerce Web Development. Extensive hands-on experience in Lead Generation Campaigns using Facebook + Google Adwords Advertising - became an Adwords Certified Professional.

MARKETLIGHT.COM.SG

APR 2014 -
DEC 2015

Marketlight Pte Ltd Partner & Web Developer

Partnered Marketlight as a web developer as well as design and development of the company's brand strategy, identity and its website. Worked on numerous projects on a project-basis.

JAN 2013 -
AUG 2013

NDP 2013 Publicity Committee Lead Web Designer & Developer

In-charge of the Web development team for NDP 2013 for 8 months from conceptualisation to the actual National Day on Aug 9, 2013. Liaised with multiple departments ranging from copywriting to photography. It is the first NDP website built with a focus on responsive design, catering from mobile devices to the desktop.

NDP.ORG.SG

NOV 2011 -
AUG 2013

Singapore Armed Forces National Service

JUL 2011 -
OCT 2011

element14 Pte Ltd Web Designer & Developer

3 months in the Web Services team as a Web Designer & Developer, a world leading distributor of electronics and MRO products. In-charge of the maintenance, design and development of sales-driven HTML/CSS landing pages and graphic design for its eCommerce super-store.

Notable Projects

Singapore University of Technology and Design

ENTREPRENEURSHIP.SUTD.EDU.SG
WEB DESIGN AND DEVELOPMENT

Palm Ave Float Club

PALMAVEFLOATCLUB.COM
WEB DESIGN AND DEVELOPMENT

The Music Parlour

THEMUSICPARLOUR.COM.SG
WEB DESIGN AND DEVELOPMENT
3-MONTH LEAD GENERATION CAMPAIGN

MarketLight

MARKETLIGHT.COM.SG
WEB DESIGN AND DEVELOPMENT
BRANDING AND IDENTITY

Profile

Name	Lim Soon Keong Allon
Age	26
Nationality	Singaporean
Race	Chinese
Email	allonlim@gmail.com
Mobile	+65 9836 3913
Website	allonlim.com
LinkedIn	linkedin.com/in/allonlim

Education

Bachelor's Degree, Business (Marketing)

2014 - 2015
RMIT University

Diploma, Electrical & Electronics Engineering + Certificate in Business

2008 - 2011
Singapore Polytechnic

GCE 'O' Levels

2004 - 2007
Fajar Secondary School

Certification & Awards

Business and Financial Modeling Specialisation

Wharton University of Pennsylvania, Coursera
Oct 2016 - Current

Google Adwords Certified Professional

June 2016

SAT Reasoning Test

May 2011
Score: 1730 / 2400, 75th percentile

Software & Skills

- HTML5 + CSS3 Web Development
- PHP Web Development
- Wireframe Prototyping + UI/UX Design
- Facebook Campaign Advertising
- Google Adwords Advertising
- Google Analytics
- Search Engine Optimisation (SEO)
- Wordpress CMS
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign