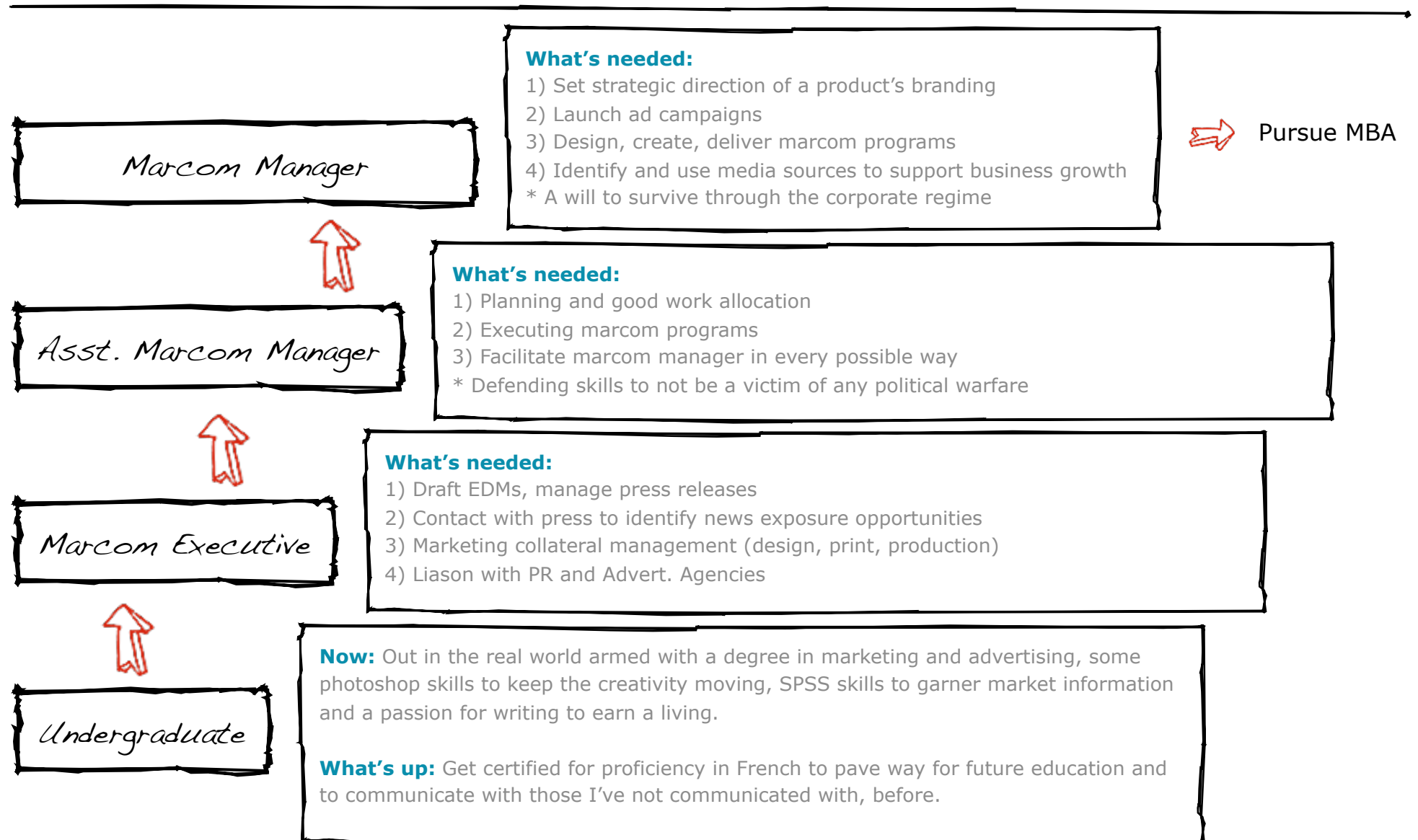


Career Plan : Phase One



Career Plan : Phase Two

Marketing Director

What's needed:

- 1) Manage department
- 2) Oversee business development, working with regional offices
- 3) Oversee corp.comm activities
- 4) Plan and administer marketing budget



Asst. Marketing Director

What's needed:

- 1) Manage department
 - 2) Oversee business development, working with regional offices
 - 3) Oversee corp.comm activities
 - 4) Plan and administer marketing budget
- * Take the load off the boss



Senior Brand Manager

What's needed:

- 1) Deliver business objectives
 - 2) Key contact for AD and PR agency relation
 - 3) Key contact for internal cross functional relation (R&D, engineering, logistics)
 - 4) Manage A/P budget
- * Seek career relocation



Brand Manager

What's needed:

- 1) Forecast, concept development
 - 2) Creative brief and copy development/evaluation
 - 3) Media planning
 - 4) Promo and pricing execution
- * Have an instinctive feeling about product concepts

Learning Points

Project management

- Need an eye to detail
- Tough to stick to timeline because of corporate hierarchy, therefore realistic and detailed timeline has to be set before project commencement
- Judgements come with experience
- Important to understand client's need and style of working as early as possible
- Plan ahead, despite execution is completed

Ways to solve problems

- Always think about solutions to a problem first, before getting back to the boss
- Quote similar examples (ie. similar campaigns) to let clients better understand what you're driving at; improves credibility
- Filter out what clients should know: keep internal processes and gossips away from client; least they would think unprofessionalism

Getting hired

- Attitude is key
- Better chance of getting a job through referral
- Internships can be a good starting point to a career
- Soft and hard skills are equally important



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Learning Points

Project management

- Ideas can be generated anywhere; be sure to pen it down when one pops into your mind
- Some clients are by nature, difficult to work with; assigning the right people to the right account is important

Never underestimate one's capability*

- Everyone can value add
- Just need to find the right field where you can shine
- Ie: be it you are a piece of gold or a seed, you can be of good use if you find your ground

Getting hired

- Attitude is key
- Willingness to learn is valued more than showing what's already learnt
- Be yourself and be confident

* Adapted from: www.strongerhead.com



SAATCHI



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Learning Points

Project management

- Similar to an agency, timeline is equally important
- Art of selling ideas to the upper management is key to getting approval
- Always think about solutions to a problem first, before getting back to the boss

Every job holds ample learning opportunities

- Helps you understand the industry better
- Helps you understand yourself better; knowing what you're good at and what you're not
- Creates a network of contacts useful for the future
- Redefines your career path

Getting hired

- Never be afraid to try
- A good fit of an individual's past experiences to the prospective scope of work is sometimes valued more than academic qualifications





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