Career Plan: Phase One

What's needed:

- 1) Set strategic direction of a product's branding
- 2) Launch ad campaigns
- 3) Design, create, deliver marcom programs
- 4) Identify and use media sources to support business growth
- * A will to survive through the corporate regime



Pursue MBA



What's needed:

- 1) Planning and good work allocation
- 2) Executing marcom programs
- 3) Facilitate marcom manager in every possible way
- * Defending skills to not be a victim of any political warfare



Asst. Marcom Manager

Marcom Manager

What's needed:

- 1) Draft EDMs, manage press releases
- 2) Contact with press to identify news exposure opportunities
- 3) Marketing collateral management (design, print, production)
- 4) Liason with PR and Advert. Agencies



Marcom Executive

Undergraduate

Now: Out in the real world armed with a degree in marketing and advertising, some photoshop skills to keep the creativity moving, SPSS skills to garner market information and a passion for writing to earn a living.

What's up: Get certified for proficiency in French to pave way for future education and to communicate with those I've not communicated with, before.

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



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

Asst. Marketing Director

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



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

Brand Manager

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



BBDO/Proximity Singapore

AMY TAN
Account Manager

BBDO Singapore Pte Ltd 30 Merchant Road, #03-12, Riverside Point Singapore 058282

> T. +65 6533 2200 D. +65 6510 6850 F. +65 6510 6990 M. +65 9320 7018

amy.tan@bbdo.com.sg www.bbdo.com

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

JASON TAN ASSOCIATE ACCOUNT DIRECTOR

DIRECT: 6501 0739 MOBILE: 9112 0369 email: jason.tan@sg.saatchilab.com

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







陈伟权 Chris Tan wei Quan

Executive Marketing Communications

Tel: (65) 62261168 Fax: (65) 68329651 DID: (65) 68329609

Email: chris.tan@starcruises.com

Star Cruise Travel Service Pte Ltd 9 Penang Road, #11-08 Park Mall, Singapore 238459

www.starcruises.com