

Contact



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TOSON WONG

Digital Marketing Specialist



About Me

Hello, I'm Toson! As a marketing professional, I have an insatiable passion for learning, as I believe that staying hungry and driven is the key to success.

As a filmmaker, I understand the significance of workplace adaptability, integrity, and earnest devotion to quality.

Aspiring to be the best of both worlds, I am determined to turn every opportunity into a success.

Skills & Software

- Microsoft Office 365
- Final Cut Pro X
- Salesforce Pardot
- Davinci Resolve
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Firefly (AI)
- Microsoft Designer (AI)
- Flux (AI)

Interests

Filmmaker – 5+ years Proficiency in Filmmaking. Canon DSLRs & range of editing software.

Taekwondo Black Belt 3rd Dan – 9+ years of training at Jae Hun Kim Taekwondo Institute, Shanghai, China.

Art & Design – Sketch artist (5+ years), Digital Artist (3+ years self-taught).

Fencing – The British Academy of Fencing, Bronze Foil Award

Work Experience

Pacific Internet Singapore Pte Ltd

Marketing Specialist | Mar 2025 – Current

- Execution of All Corporate Marketing / Sales Marketing / Ecommerce Marketing campaigns and initiatives, driving conversion through dotcom and platform ecommerce.

Acclivis Technologies and Solutions Pte Ltd

Marketing Communications Executive | Jul 2023 – Mar 2025

- Reporting directly to the CEO, full-time marketing executive
- Multimedia proficiency, produced 10+ high-quality short films since inception (solution demos, advertisements, customer success stories, corporate videos etc.)
- Development of All corporate branding materials (digital brochures, presentations, slide decks, banners, EDMs, white-papers, HQ reports, branding assets etc.)
- Managing of All corporate publicity efforts (Social Media, press-releases, HQ Reporting, Partner Collaborations etc.) – [Noteworthy Press Release Here](#)
- Proficiency in Salesforce Pardot marketing cloud (Leads generation, leads nurturing, account-based engagement, sales outreach)
- Event Management, Planning & execution of All corporate online/offline marketing campaigns (Customer Events, Roundtables, Lunch & Learn, Partner Co-branding)

Dormakaba Singapore Pte Ltd

Assistant to the APAC Segment Business Owner | Nov 2021 – Jan 2022

- Conducted a full market analysis for digital door security locks in 6 ASEAN Countries
- Established benchmarking for future market potential (2022 – 2026)
- Research thesis into property markets, analyzing construction dynamics and typologies
- Production of a 2-minute product advertisement (Smart door analytics - Entrivo Door Insights)

Education

Bachelor of Business, Specialization in Marketing

Nanyang Technological University | 2023 | Second Class Honors (Merit)

The International Baccalaureate (IB) Diploma

Dulwich College Shanghai | 2020 | Total Score 41/45

My Digital Portfolio

XPLORER

