

# SKILLS PROFILING REPORT: INDIVIDUAL

Kelley Pollack

Completed on 15 November 2017

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2017

# General Overview



## KELLEY POLLACK

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A 3rd year Business Marketing student with internship experience in SMEs and startups. I am very interested in digital marketing and the tech space. During my free time, I enjoy volunteering and making my own art. I am looking to be in the Marketing field upon graduation and to join a company that can fully utilize my skill set which is well-suited for roles that concentrate on content strategy, design and marketing campaigns.

# 5

FEATURED  
SKILLS

## FEATURED SKILLS

- Marketing
- Copywriting
- Graphic Design
- Public Speaking
- Customer Service

## SECONDARY SKILLS

- Microsoft Office
- Digital Marketing
- Business Strategy
- Market Research
- Social Media
- Marketing Strategy
- Business Development
- Accounting
- Project Management
- Finance
- Business Analysis
- Online Marketing
- Social Media Marketing
- Social Networking
- Strategy
- Event Planning
- Microsoft Excel
- Event Management
- Training
- Public Relations
- Blogging
- Marketing Communications
- Editing
- Budgets
- Email Marketing
- Office Management
- Data Entry
- Media Planning
- Market Analysis
- Business
- Campaign Development

# 31

SECONDARY  
SKILLS



# MY SKILLS PORTFOLIO

Kelley Pollack

# Marketing



## WORK EXPERIENCE

### Marketing Intern @ Junorry

Apr 2016 to Jun 2016

- Created marketing material for marketing campaign
- Assisted the Marketing Manager in coming up ideas for tv/radio advertisements and posters
- Performed market analysis and research on competition

### Marketing Assistant @ Media Fusion

May 2015 to Sep 2015

- Responsible for creating marketing briefs and becoming a middleman for clients and creative executives
- Handled several accounts, managed and updated company database and customer relationship management systems (CRM)

### Marketing Coordinator @ SPCA

From Jan 2015 until now

- Part of a Marketing team which consisted of 5 other marketing coordinators
- Created digital marketing campaigns for Twitter, Instagram, Facebook and Snapchat to increase awareness of animal adoption
- Shelter saw an increase of adoption of 16% following the campaign launch
- All our social media saw a significant increase of followers/subscribers. We've currently tracked an average increase of 30%. Our biggest social media channel is Instagram with 17,000 followers.



## EDUCATION

### Bachelor of Business @ NUS

From Dec 2015 until now

- Core modules: Marketing Strategy, Consumer Decision Making, Product Development, Marketing Analytics, Advertising
- Created a full 10-piece marketing campaign for my course project which was featured in the NUS Marketing blog. Received full points for excellence in idea, execution and presentation. The project can be seen online at <http://kelleypollack.com/marketing>.

# Copywriting



## WORK EXPERIENCE

### Marketing Intern @ Junorry

Apr 2016 to Jun 2016

- Created copy for email templates delivered to over 20,000 users
- Proofread emails, blog articles, marketing copy, and content for websites - up to 10 proofs per day
- Pioneer of the 'Celebrate, Celebrate' concept, which customizes our content to important festivals of the year, which was well received by readers and increased readership by 8%.

### Marketing Assistant @ Media Fusion

May 2015 to Sep 2015

- Created strong keywords for high rankings in search engines, often reaching first page ranking on Google, Yahoo and Bing
- Collaborated with the media buying team for content creation and editing as well as the design team to match content with visuals
- Took initiative to compile copywriting guidelines and created a set of documentation for the department to improve resources, organization and editing.

### Marketing Coordinator @ SPCA

From Jan 2015 until now

- Crafted advertorials and news releases, ensuring strict adherence to grammatical rules and effective communication principles.
- Wrote engaging copy to reflect unique brand voice and stylistic standards and proved to be appealing to the target audience, increasing engagement by 20%.
- Part of a team to revamp entire copy and branding for the website, which ultimately increased website visit up 55%, achieving an average monthly visit count of 30,000 hits.

# Graphic Design



## WORK EXPERIENCE

### Marketing Intern @ Junorry

Apr 2016 to Jun 2016

- Created a total of 22 advertisements pieces, which includes but not limited to flyers, banners, brochures, and Facebook ads using Adobe Photoshop and Illustrator
- Managed a library of 300 icons to be used in all digital marketing assets such websites, email templates and web banners.
- Actively researched industry trends to recommend new ideas and applications to projects in the department
- Was offered a full-time role as a Graphic Designer upon completion of internship



## EDUCATION

### Bachelor of Business @ NUS

From Dec 2015 until now

- Course project requirements were to create a 10-piece marketing campaign. Utilized graphic design to create 5 of those 10 marketing pieces: a flyer, web banners, product packaging, a tradeshow banner and coupons using Adobe Photoshop.
- Shadowed a Graphic Designer to her work at P&G as part of a Mentorship program in NUS Business School. Was given the opportunity to sit in the meeting and contribute design ideas such as overall style, typographic and color selection.

# Public Speaking



## WORK EXPERIENCE

### Marketing Assistant @ Media Fusion

May 2015 to Sep 2015

- Did presentations of marketing campaigns to senior managers with accompanying PowerPoint slides
- Conducted workshops for all interns to educate them about our marketing responsibilities and tasks as part of the "Know Our Company" initiative

### Marketing Coordinator @ SPCA

From Jan 2015 until now

- Emceed for two events: The Annual Adoption Fair and The Dog Training Program with attendees of 1,500 and 100 respectively.
- Gave speeches during motivational meetings for employees and team members as team leader in the Marketing team

# Customer Service



## WORK EXPERIENCE

### Marketing Intern @ Junorry

Apr 2016 to Jun 2016

- Occasionally tasked to reply to inquiry emails pertaining to services that we offer. Successfully turned leads to clients from answering their questions thoroughly to help them understand the benefits of our services to their businesses.
- A testimonial from a client which I have supported include: "The reason why I chose Junorry over other Marketing services was that they were prompt and patient about all the questions I have and gave me honest answers. I felt that they truly cared about me and my business."

### Administration Assistant @ Epicentre Recruitment Pte Ltd

From Aug 2017 until now

- Resolved an average of 350 inquiries in any given week, both in-person and phone inquiries. Consistently met performance benchmarks in all areas (speed, accuracy and volume)
- Became the lead "go-to" person for new reps and particularly challenging calls as one of the company's mentors and trainers of both new and established employees.

### Marketing Coordinator @ SPCA

From Jan 2015 until now

- Addressed any questions or concerns of potential adopters who come by the shelter in a professional and timely manner.
- Recognised as the top #3 customer service representatives among 30+ people and was tasked to structure a training program on customer service alongside the Marketing Director.

### Catering Assistant @ Foodtopia Pte Ltd

Aug 2016 to May 2017

- Thrived within high-volume environments, serving up to 500 guests per shift.
- Delivered quality service by providing a warm and welcoming environment to customers and coworkers.
- Earned a reputation as an expert in handling difficult and hard-to-please guests. On numerous occasions, turned unhappy guests into raving fans.





# MY CAREER PORTFOLIO

Kelley Pollack

# Career Options

1. **Social Media Marketing Consultant**
2. **Advertising Director**
3. **Copywriter**
4. **Marketing Manager**

# Career Information

## Social Media Marketing Consultant

### SKILLS REQUIRED

#### Top skills you are missing:

Social Media Marketing Social Media Social Networking Facebook  
 Blogging SEO Marketing Strategy Email Marketing Online Marketing  
 Public Relations Digital Marketing Advertising Marketing Communications  
 Google Analytics

#### Skills which are required and you have developed:

Marketing

### EXPERIENCE LEVEL

Junior Level

### CAREER PROGRESSIONS

#### Typical careers before Social Media Marketing Consultant:

- Social Media Strategist
- Media Executive

#### Typical careers after Social Media Marketing Consultant:

- Social Media
- Marketing Consultant
- Social Media Consultant
- Consultant
- Public Relations
- Social Media Strategist
- Advisor

## Advertising Director

### SKILLS REQUIRED

#### Top skills you are missing:

Advertising Online Advertising Digital Media Digital Marketing  
 Marketing Strategy Sales Social Media Social Media Marketing  
 Online Marketing Email Marketing Marketing Communications

Media Planning

Public Relations

Integrated Marketing

**Skills which are required and you have developed:**

Marketing

**EXPERIENCE LEVEL**

Junior Level

**JOB FUNCTIONS**

- Marketing
- Advertising

**INDUSTRIES**

- Newspapers
- Publishing

**CAREER PROGRESSIONS**

**Typical careers before Advertising Director:**

- Associate Publisher
- Advertising Assistant

**Typical careers after Advertising Director:**

- Publisher
- Sales Manager
- Sales Director
- General Manager
- Vice President
- Marketing Director
- Vp Business Development

## Copywriter

**SKILLS REQUIRED**

**Top skills you are missing:**

Advertising

Social Media

Creative Direction

Digital Marketing

Creative Strategy

Social Media Marketing

Marketing Communications

Integrated Marketing

Online Advertising

Digital Strategy

Blogging

Digital Media

Content Strategy

**Skills which are required and you have developed:**

Copywriting

Marketing

## JOB DESCRIPTION

Write advertising copy for use by publication or broadcast media to promote sale of goods and services.

## TASKS

- Write advertising copy for use by publication, broadcast, or internet media to promote the sale of goods and services.
- Present drafts and ideas to clients.
- Discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy.
- Vary language and tone of messages based on product and medium.
- Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy.
- Edit or rewrite existing copy as necessary, and submit copy for approval by supervisor.
- Write to customers in their terms and on their level so that the advertiser's sales message is more readily received.
- Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.
- Invent names for products and write the slogans that appear on packaging, brochures and other promotional material.
- Review advertising trends, consumer surveys, and other data regarding marketing of goods and services to determine the best way to promote products.
- Develop advertising campaigns for a wide range of clients, working with an advertising agency's creative director and art director to determine the best way to present advertising information.
- Conduct research and interviews to determine which of a product's selling features should be promoted.

## EDUCATION



- **2.39%** of Copywriters has a High School Diploma
- **3.01%** of Copywriters has a Associate Degree
- **3.04%** of Copywriters has a Professional Degree
- **78.05%** of Copywriters has a Bachelor's Degree
- **12.74%** of Copywriters has a Master's Degree
- **0.77%** of Copywriters has a Doctorate

## EXPERIENCE LEVEL

Entry Level

## INDUSTRIES

- Marketing and Advertising

## CAREER PROGRESSIONS

### Typical careers before Copywriter:

- Junior Copywriter
- Senior Copywriter
- Content Manager
- First Assistant Director
- Copy Writer
- Proofreader
- Digital Marketing Manager

### Typical careers after Copywriter:

- Senior Copywriter
- Creative Director
- Associate Creative Director

- Writer
- Executive Creative Director
- Consultant
- Director

## Marketing Manager

<p><b>SKILLS REQUIRED</b></p>	<p><b>Top skills you are missing:</b></p> <ul style="list-style-type: none"> <li>Marketing Strategy</li> <li>Marketing Communications</li> <li>Management</li> <li>Strategy</li> <li>Social Media Marketing</li> <li>Digital Marketing</li> <li>Social Media</li> <li>Advertising</li> <li>Marketing Management</li> <li>Online Marketing</li> <li>Product Marketing</li> <li>Public Relations</li> <li>Strategic Planning</li> </ul> <p><b>Skills which are required and you have developed:</b></p> <ul style="list-style-type: none"> <li>Marketing</li> <li>Business Development</li> </ul>
<p><b>JOB DESCRIPTION</b></p>	<p>Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.</p>
<p><b>TASKS</b></p>	<ul style="list-style-type: none"> <li>• Develop pricing strategies, balancing firm objectives and customer satisfaction.</li> <li>• Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.</li> <li>• Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.</li> <li>• Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities.</li> <li>• Negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.</li> <li>• Consult with product development personnel on product specifications such as design, color, or packaging.</li> <li>• Compile lists describing product or service offerings.</li> <li>• Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.</li> <li>• Select products or accessories to be displayed at trade or special production shows.</li> <li>• Confer with legal staff to resolve problems, such as copyright infringement or royalty sharing with outside producers or distributors.</li> <li>• Coordinate or participate in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services.</li> <li>• Advise business or other groups on local, national, or international factors affecting the</li> </ul>

buying or selling of products or services.

- Initiate market research studies or analyze their findings.
- Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand.
- Conduct economic or commercial surveys to identify potential markets for products or services.

## EDUCATION



- **6.22%** of Marketing Managers has a High School Diploma
- **4.63%** of Marketing Managers has a Associate Degree
- **2.93%** of Marketing Managers has a Professional Degree
- **65.58%** of Marketing Managers has a Bachelor's Degree
- **20.15%** of Marketing Managers has a Master's Degree
- **0.49%** of Marketing Managers has a Doctorate

## EXPERIENCE LEVEL

Junior Level

## JOB FUNCTIONS

- Marketing

## INDUSTRIES

- Information Technology and Services
- Computer Software
- Internet
- Telecommunications
- Financial Services
- Marketing and Advertising
- Retail
- Consumer Goods
- Publishing

## CAREER PROGRESSIONS

### Typical careers before Marketing Manager:

- Product Manager
- Account Manager
- Marketing Coordinator
- Account Executive
- Marketing Executive
- Brand Manager
- Marketing Specialist

### Typical careers after Marketing Manager:

- Marketing Director
- Director
- Manager
- Vice President
- Senior Marketing Manager
- General Manager
- Consultant



# MY LEARNING PORTFOLIO

Kelley Pollack



# Recommended Skills

*You are recommended to learn these skills as it will help you achieve your career goal quicker in order of importance.*

- 1. Marketing**
- 2. Advertising**
- 3. Digital Marketing**
- 4. Social Media**
- 5. Marketing Strategy**
- 6. Social Media Marketing**
- 7. Online Advertising**
- 8. Marketing Communications**
- 9. Copywriting**
- 10. Email Marketing**

# Breakdown of Skills Required by Job Title

These are the lists of top skills that you are missing for each of your career options.

## Social Media Marketing Consultant

Social Media Marketing Social Media Social Networking Facebook Marketing Blogging SEO

## Advertising Director

Advertising Online Advertising Marketing Digital Media Digital Marketing Marketing Strategy  
Sales

## Copywriter

Copywriting Advertising Social Media Creative Direction Digital Marketing Creative Strategy  
Social Media Marketing

## Marketing Manager

Marketing Marketing Strategy Marketing Communications Management Strategy  
Social Media Marketing Digital Marketing

# What's Next?

## Take the next step!

Visit [www.jobkred.com](http://www.jobkred.com) for more information.

### 1. Find out what employers are looking for.

See skills in demand for every job out there.  
Be aware how you match up to job requirements.

### 2. Widen your career options.

Explore more career recommendations.  
Discover relevant industries to join.

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Start learning new skills and discover job opportunities.  
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