



# MELISSA PHAY

GRADUATE OF THE WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION



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As someone with an inquisitive nature, Melissa loves meeting people, learning something new everyday, and is looking to make an impact through solving brand challenges



## ACHIEVEMENTS



2018

Winner Of Pitch It! 2018 - NUS in partnership with OCBC and GOVT  
For winning 1st prize among 36 participating groups



2015 - 2017

Director's Honour Roll, Starcom Mediavest Group Silver Medal  
For outstanding academic performance - Singapore Polytechnic



2015 - 2016

Vice-President Of SPACE Agency  
A student-run integrated communications agency



## RELEVANT WORKS

More Works: [www.melphay.com](http://www.melphay.com)



2021

### MONEY TALKS

Communications Campaign

- Set the foundation of the campaign by conducting rigorous primary and secondary research
- Crafted social media content, curated the campaign website, and developed a crucial campaign element – a resource kit for parents
- Led the team in forging and maintaining strategic partnerships, and in acquiring grants and in-kind sponsorships
- Represented the team on media opportunities (Live radio, Podcast)



2018

### PITCH IT! - FRANK by OCBC

Integrated Marketing and Communications Campaign

- Developed consumer insights through primary and secondary research
- Demonstrated ideation and design skills to develop and prototype marketing assets of the winning pitch



2016

### CALORIC LITERACY - HEALTH PROMOTION BOARD

Integrated Marketing and Communications Campaign

- Demonstrated leadership skills in guiding my team throughout the whole research and ideation process
- Among four teams who pitched their campaign, our campaign was chosen by the clients



2015

### FUTURE FLIGHT EXPERIENCE - BOEING

Trend, Technology, and Consumer Research

- Conducted in-depth trend and consumer research and developed solutions based on consumer insights
- Brought a media and communications perspective to the team as the only representative from my faculty selected to work on this project



## SOFTWARE SKILLS



Word, PowerPoint,  
Pages, Keynote



Excel



Illustrator,  
InDesign



Photoshop



Premiere Pro



## WORK EXPERIENCE



2020

### TRIBAL WORLDWIDE (DDB ASIA) | DBS BANK

Account Management Intern | 6-Months

Duties Included:

- Writing briefs and briefing Creatives on jobs
- Liaising with clients for multiple jobs and working on COVID-19 briefs
- Daily competitor decks and financial news updates for clients
- Extensive online research for ideation and pitch development
- Building a COVID-19 response deck for the financial services category
- Supporting the team with administrative/housekeeping duties especially as WFH commenced
- Providing support on jobs for MOH, IMDB, and Oppo



2016 - 2017

### TBWA\ SINGAPORE | STANDARD CHARTERED BANK (SCB)

Account Management Intern | 6-Months

Duties Included:

- Network coordination among SCB's global markets
- Providing suggestions based on analysis of competitive reviews
- Writing briefs and briefing Creatives on jobs
- Checking through creative work and requesting relevant changes
- Liaising with clients and managing their expectations

Took Part In:

- Disruption Live (Assisted Planners on facilitating a weekly session of trend spotting, insight mining, brainstorming, and brief writing)
- Disruption Project (Brief 1: How a creative company can appeal to and retain loyal and motivated Millennials, Brief 2: Craft a campaign that markets Nando's to Millennials)



2016

### HSBC WORLD RUGBY SINGAPORE SEVENS | RUGBY SINGAPORE

Event Marketing Assistant | 3-Months

Duties Included:

- Proposing suggestions to advertising and promotional activities including social media, mobile, e-mail, web, and print
- Attending meetings with partners, media agencies, and the event production company to manage expectations and deadlines
- Tracking ticket sales and prepared daily reports to be sent to stakeholders and partners
- Assisting with logistical duties such as scheduling, site recces, deliveries, and pick-ups
- Supporting the Media Centre by following up on press enquiries and managing media and staff accreditations
- Working under pressure as part of the events operations team for the Singapore Sevens and Super Rugby tournaments



## EDUCATION



2017 - 2021

### Nanyang Technological University

- Bachelor of Communication Studies (Honours)
- Sustained a cumulative 4.25/5.00 CGPA



2019

### Yonsei University (연세대학교)

- Spent a semester on exchange as part of the Communications faculty



2014 - 2017

### Singapore Polytechnic

- Diploma in Media and Communication (With Merit)
- Sustained a cumulative 3.96/4.00 GPA



## REFERENCES

### VINCENT TEO

Business & Strategy Director  
Tribal Worldwide

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