



Diyanah Wahid

WEB PRODUCER

Details

diyanahw@gmail.com

NATIONALITY

Singaporean

Skills and Software

Proficiency

UI/UX & Creative: Sketch, Figma, Adobe Creative Suite, Google Web Designer

Web Development: HTML, CSS, Javascript, jQuery, Bootstrap, React

Content Management: Wordpress, Shopify, Adobe Experience Manager

Email Marketing & Marketing Automation: SharpSpring, Campaign Monitor

Data Analytics & Visualisation: Google Analytics, Google Data Studio

Project Management & Collaboration: Google Workspace, Trello, Basecamp, Jira, MS Teams, Slack

Profile

Dedicated web producer with over a decade of expertise and a passion for delivering exceptional online experiences. Proficient in the design, development, testing, and maintenance of digital marketing assets, with a strong background in both B2B and B2C digital marketing initiatives.

Employment History

Digital Producer, Singapore Tourism Board (via Maker Lab)

JULY 2019 – PRESENT

Strategise, produce, and manage efforts to create appealing content for the VisitSingapore campaign, with the objective of continuously improving the presence and awareness of the Singapore brand.

Development of Digital Marketing Assets

- Produce visually appealing and easy to consume digital marketing assets such as online and offline banners, electronic direct mails (eDMs) and social media posts in accordance with the organisation's goals, branding and messaging
- Stay current with creative tools to facilitate more seamless project deliveries

Website Content Management & Publishing (VisitSingapore.com)

- Support in planning monthly content updates for VisitSingapore.com in accordance with the organisation's goals
- Manage and collaborate with external vendors to develop new unique and engaging content
- Perform regular functional and factual reviews of existing content to ensure the website operates as intended and the information remains accurate
- Execute website updates while advising on feasibility, and ensure timely completion
- Partner with external vendors to carry out User Acceptance Testing (UAT) for newly developed components

Project Management

- Collaborate with stakeholders and cross-functional teams to achieve project goals in a timely and effective manner
- Introduced project management initiatives, such as adopting new tools, to improve team collaboration and task visibility

Senior UI/UX Developer, GetIT Pte Ltd

FEBRUARY 2016 – JUNE 2019

Managed and executed marketing solutions in a globally established B2B marketing agency, for a wide variety of tech brands like Cisco, StarHub and Lenovo. Generated quality conversions with effective use of marketing automation tools.

Web Design and Development

- Planned effective website solutions according to clients' goals, branding, and communication strategies and translated them into user flows, wireframes and prototypes
- Designed and developed responsive websites and eDMs while continually reinforcing industry best practices

Data Analytics & Marketing Automation

- Delivered data-driven insights to execute improvements and design better user experiences
- Effectively used marketing automation tools to acquire quality leads and conversions

Project Management

- Collaborated with cross-functional teams and liaised with clients to achieve project goals in a timely and effective manner

Interactive Designer, Bravo

NOVEMBER 2013 – JANUARY 2016

Managed and executed design and development work in a globally established design and branding studio. Helped clients develop a strong digital presence for their brands through effective mapping of user experience, design and development for their websites and eCommerce stores.

Web Design and Development

- Planned effective website solutions according to clients' goals, branding, and communication strategies
- Designed and developed responsive websites and eDMs while continually reinforcing industry best practices

Data Analytics

- Utilised data-driven insights to recommend and execute A/B testing solutions to improve website performance, traffic and sales

Interactive Developer, Flok Pte Ltd

NOVEMBER 2010 – NOVEMBER 2013

Managed and executed design and development work in an early-stage start-up marketing agency. Worked on digital assets and solutions for a wide variety of clients for their marketing campaigns, achieving heightened presence and awareness for their brands.

Web Design and Development

- Worked to support the creative team with conceptualising and designing social media posts according to monthly content calendars
- Designed and developed Facebook apps, responsive websites and eDMs while continually reinforcing industry best practices

Junior Interactive Developer, Iris Singapore

DECEMBER 2009 – NOVEMBER 2010

Developed digital assets and solutions for a wide variety of clients in a globally established integrated marketing agency.

Web Development

- Managed and executed front-end development work for digital assets such as websites, eDMs and banners

Education

**Bachelor of Communication, Singapore University of Social Sciences,
Singapore**

JULY 2021 – PRESENT

Diploma in Digital Media Design, Nanyang Polytechnic, Singapore

APRIL 2006 – APRIL 2009