

NORAIN ABU BAKAR

DIGITAL MARKETING AND CREATIVE MANAGER

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PROFILE

Multidisciplinary digital marketing and creative manager with hands-on experience across SEM, paid social, SEO, content, email marketing, website management and creative production. Translates business goals into campaigns, builds the assets and digital journeys that support them, and uses performance data to improve results. Combines analytical campaign thinking with visual design and practical execution across Google Ads, Meta Ads Manager, Wix, WordPress and Adobe Creative Suite.

CORE CAPABILITIES

Performance marketing Google Ads, Meta Ads, SEM, keyword strategy, campaign optimisation and reporting

Content and creative Social strategy, copy, email campaigns, photography, video, Photoshop and Illustrator

Digital experience Wix, WordPress, landing pages, SEO, UI/UX and website management

Campaign leadership Campaign management, content scheduling, vendor coordination and stakeholder collaboration

PROFESSIONAL EXPERIENCE

Digital Marketing & Creative Manager | MajuTech

2024 - Present

- Own and optimise Google Ads search campaigns, including account structure, keyword research, match-type strategy, negative keywords, ad copy testing, bids and budgets.
- Manage monthly advertising budgets of up to S\$8,000, generate approximately 50 leads per month and have reduced cost per lead from about S\$200 to S\$70, improving acquisition efficiency by 65%.
- Build performance dashboards and improve efficiency through search-term reviews, negative keywords, audience refinement and device, location and schedule adjustments.
- Partner with creative and business teams to align messaging, ad assets and landing-page content with high-intent search demand.

Digital Marketing Manager | Posso Preschool

2020 - 2024

- Planned and delivered integrated social, paid media, SEO, email and content initiatives to grow awareness and lead quality.
- Designed, developed and maintained the company Wix website, supporting long-term functionality and visibility.
- Managed end-to-end digital projects, creative production, influencer outreach and targeted content while delivering work on time and within budget.

Digital Marketing & Creative Executive | Origin Sleep Pte Ltd

2018 - 2019

- Developed and updated WordPress e-commerce experiences, balancing content, visual design and usability.
- Created web banners, infographics, 3D product renderings and ad creatives, and supported Facebook and Google advertising updates.

Event Experience Designer | Communique Live Asia Pte Ltd

2013 - 2018

- Produced 3D renderings, technical drawings and final production visuals for live events and experiences.
- Collaborated with project teams on concepts, technical requirements, onsite setup and execution.

EDUCATION AND CERTIFICATION

Diploma in Interior Design & Architecture | Temasek Polytechnic, Singapore

Facebook Core Competencies

SELECTED TOOLS

Google Ads | Meta Ads Manager | Wix | WordPress | Adobe Photoshop | Adobe Illustrator | Photography | Video editing