



Amanda Lee

COS APAC Regional Marketing Assistant

Hi! I'm Amanda, APAC Marketing Assistant at COS, London-based fashion brand owned by H&M Group. I've been working for the past 3 years with a focus on social media, KOL management, marketing activations and public relations.

I'm also a content creator and am constantly inspired by new trends and discovering new ways to create content on social media.

Further fuelled by my passion for learning about new cultures, I've also been studying Korean for the past 3 years and am currently pursuing Pre-Advance Proficiency in the Korean Language.

Education

2020 - 2021

RMIT University

Bachelor in Professional Communications

2017 - 2020

**Ngee Ann Polytechnic,
School of Film & Media Studies**

Diploma in Mass Communication with a specialisation in Advertising and Public Relations

Technical Skills

- Social Media Management
- KOL campaign Management
- Video-editing on Premiere Pro / Final Cut Pro
- Graphic Design on Illustrator & Photoshop
- Events Management
- Copywriting

Work Experience

2023- COS

2024 *APAC Regional Marketing Assistant (1 year 7 months)*

Markets: KR, JP, CN, HK, TW, SG, MY, AU, NZ, PH, TH

- Supported marketing efforts across 11 APAC markets with a focus on OOH media buy, store opening activations, and KOL partnerships to support commercial.
- Executed in-store customer events for key store rebuilds and new store openings with a planned budget.
- Drafted KOL partnership briefs and reviewed content from KOLs, ensuring alignment with the campaign objectives and brand guidelines.
- Supported in copywriting for in-store promotions, social channels and event collaterals, collaborating with local translators to adapt materials in the respective markets.
- Coordinated with mall landlords to secure complimentary marketing resources such as screens and social media promotions to enhance store opening visibility.
- Responsible for engaging photographers and videographers for capturing interior and facade of new stores and OOH placements. Additionally, oversee the shoots and provide retouching feedback.
- Created social media plans for various channels, including EDM and on-site promotions.
- Managed creative briefs and coordinated with the creative team for artwork development and review.

Key Achievements

- Supported the launch of the COS Quilted Bag Popup in Seoul, collaborating with external agencies Ogilvy and BKIND.
- Collaborated with Korean florist Chungrokhwa to create a floral installation and kokedama gift-with-purchase for the COS Lotte World Mall's grand reopening.
- Led an engaging opening event for COS Hannam store's reopening, collaborating with Photomatic to install a temporary photobooth targeting the MZ generation.
- For the COS Melbourne Rebuild, worked with Pidapipo gelateria offering hot chocolates to shoppers and worked with 3 KOLs to produce lookbook content around the city and promote the newly reopened store.
- Supported the launch of the Tabata Shibori collection working with a production agency to design a bespoke window installation and an in-store exhibit featuring the artist's story. Additionally collaborated with 8 KOLs to generate promotional content for the new collection.

Language Proficiency

English

Native

Mandarin

Proficient

Korean

Pre-Advance Proficiency

Zeno Group

2021–
2022

Account Executive (1 year)

Senior Account Executive (8 months)

Clients: *Sentosa, IKEA, Alliance to End Plastic Waste, MiRXES*

- Provided day-to-day client servicing, including pitching for new business, drafting creative briefs, and reviewing creative work for client approval.
- Delegated tasks to account executives and interns, providing guidance and feedback, as well as assisting in managing daily workflows to ensure deadlines were met.
- Proposed and ideated social content, managed monthly content planning, and handled copywriting for various social media platforms (IG, FB, TW, LI).
- Oversaw community management and influencer engagements for IKEA.
- Campaign Management: Planned and executed influencer campaigns across TikTok, Instagram, and YouTube.
- Developed press releases for media and supported in new business pitches.

MSL Group - Publicis Singapore

2020

Public Relations Intern (6 months)

Client: *Huawei*

- Responsible for daily media monitoring and generating PR and social media reports.
- Have developed creative concepts for PR media kits, supported the team at media launches and crafted feature pitches.
- Supported social media team by finding UGC content and developing copy for postings.

Singapore Airlines

2019

Brand Content Intern (7 months)

- Worked under the SilverKris and SilkWinds team, the inflight magazine for SQ and SilkAir.
- Conceptualised and created social media content for SilverKris IG stories on SQ IG account.
- Copywriting for SilverKris postings on SQ Instagram, Facebook and LinkedIn.

Key Achievements

- Designed an infographic used in the physical copy of the SilverKris Oct 2019 issue.
- Designed an IG story that was picked up in an article by Marketing Interactive.
- Designed IG story creatives that were chosen to be used as sponsored ads on SQ social