



JAMIE LIM

CONTENT CREATION | ART DIRECTION | VISUAL STORYTELLING

Jamie is a multi-disciplinary creative who thrives at the intersection of creativity and business. Skilled in art direction and content creation, she conceptualized and executed campaigns across diverse platforms and industries. Drawing from her marketing background, she is committed to translating consumer behavior and insights into compelling visuals that resonate with target audiences while also achieving business goals, providing a unique perspective on visual storytelling.

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EDUCATION

• 2017 - 2021

Nanyang Technological University School of Arts, Design and Media

Bachelor of Fine Arts in Design Art,
Interactive Media and
Visual Communication
Graduated with Honours (Distinction)

• 2020

Columbia College Chicago Semester Exchange

Bachelor of Fine Arts
Majoring in Graphic Design
GPA: 4.0/4.0 (First Class)

• 2013 - 2016

Ngee Ann Polytechnic School of Business and Accountancy

Diploma in Business Studies
Specialization: Marketing Communication
Graduated with 3.4 GPA

SKILLS

Software Skills

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Lightroom
Adobe Premiere Pro
Adobe Dimension
Microsoft Office

Language Skills

English
Chinese

Other Skills

Digital Illustration
Shortform Videography
Photography

WORK EXPERIENCE

Aug 2021 - Now

Art Director

Ogilvy Singapore (Nov 2022 - Present)

Led teams of creatives in developing larger-scale campaigns across multiple platforms, ensuring alignment with creative vision and business objectives, resulting in more effective and efficient marketing strategies. Mentored juniors, implemented bi-weekly WIPs and standardized templates to improve team efficiency and communication. Proactively brainstormed trend-jacking ideas to keep clients' brands relevant and on-trend in the social sphere.

Represented Ogilvy PR Singapore, and was part of one of the five shortlisted teams in the nationwide Young Lions PR Competition 2023. Handpicked to participate in an exclusive training program to elevate employees' skills and knowledge.

Class of 2022' Masterclass Programme

Class of 2023' Ogilvy APAC Young Lions Leadership Programme

Junior Art Director

Ogilvy Singapore (Aug 2021 - Oct 2022)

Worked in the Agile Newsroom team to conceptualise and create content plans for always on social campaigns to help meet client's business objective. Assisted senior creatives on integrated campaigns.

Clientele: AIA, OCBC, Changi Airport Group, Google Singapore, NCPC, Ministry of Law Singapore, Perennial Holdings, Foodpanda, SkyScanner, National Museum of Singapore

Jun - Sept 2020

Digital Intern

Edelman Singapore Pte Ltd

Assisted Edelman Digital's Studio team in creating digital content that drove brand awareness. Designed social media posts, banner ads, GIFs, websites, and developed an illustration library for clients. Provided support in new business pitches and designed persuasive presentation decks and digital playbooks.

Clientele: Singapore Global Network, Paypal, Microsoft, Mitsubishi Power, Temasek Ecosperity, Shell, GSK Panadol, Traffic Police & Ajinomoto.

Aug - Nov 2019

Graphic Design Intern

Deskera

Assisted in the creation of the brand's visual identity, coming up with the colour palette and design style. Created social media and digital content, OOH billboards, booth designs, corporate merchandise, pull-up banners and designing of slide decks.

May - July 2019

Art Intern

Ruder Finn Southeast Asia

Assisted in coming up with design and branding concepts for pitches. Designed social media visuals and website mockups for clients.

Clientele: Estee Lauder and Sunnyside Singapore and website mockups.