

ELISHA NAESHEIM

 Singapore  elisha.naesheim@gmail.com  +65 8921 4605

2013 – 2016

Diploma in Creative Writing for
TV and New Media
SINGAPORE POLYTECHNIC

1998 – 2012

GCSE
TANGLIN TRUST SCHOOL



Work Experience

FREELANCE DIGITAL MARKETING & PR

Aug 2016 – June 2018 & July 2019 – May 2021 & June 2023– Present
Built and sustained an independent creative practice across a ten-year period, delivering brand design, content production, and digital marketing for a diverse client portfolio. Produced brand identities, pitch decks, and marketing collateral that helped clients win confidence from investors and customers. Grew client social audiences through original photography, videography, and tailored written content, and secured press coverage through targeted pitching. Developed websites, SEO copy, and product descriptions that strengthened clients' digital presence and commercial results, all while managing relationships, travel, and event logistics across concurrent projects.

DIRECTOR OF DIGITAL MARKETING & PRACTISING LEADER OF DIGITAL MARKETING BRIDGE ET AL. & CHANGE ET AL.

Feb 2022 – May 2023
Led digital marketing strategy and creative output across two organisations simultaneously at senior level. Directed brand identity, social media strategy, and content production spanning photography, videography, and editorial, building audience engagement and thought leadership across both. Mentored marketing team members while staying hands-on in creative direction, interview production, and video editing to broadcast-ready standard.

GRAPHIC & WEB DESIGNER, CONTENT CREATOR SME DIGITAL MARKETING

June 2021 – December 2021
Delivered brand design and content for SMEs building or strengthening their digital presence. Produced logos, graphics, photography, videography, and social content tailored to each client's audience and commercial goals. Wrote website copy, blog articles, and product descriptions that conveyed brand voice clearly and supported SEO.

DIGITAL MARKETING COORDINATOR MANDARIN ORIENTAL, SINGAPORE

June 2018 – June 2019
Managed digital marketing for one of Singapore's most prestigious luxury hotel brands, contributing to its recognition in the Forbes Travel Guide Top 10 Hotel Instagrams 2018. Produced photography, videography, and original social content to the exacting visual standards of a world-class hospitality brand. Created and distributed eDMs, maintained the hotel website and third-party listings, designed marketing collateral, and managed guest review responses across all platforms.

Multidisciplinary creative with ten years across digital marketing, graphic design, photography, videography, and brand strategy. Driven by a genuine love for storytelling and community, I bring both creative depth and strategic clarity to every project, building content and identities that connect, resonate, and last. Passionate about social good, I weave charitable values into my creative work to drive both impact and engagement.

IT Skills

Microsoft Suite	
Word	●●●●●●●●●●
PowerPoint	●●●●●●●●●●
Excel	●●●●●●●●●○
Adobe	
Photoshop	●●●●●●●●●○
Premiere Pro	●●●●●●●●●○
Illustrator	●●●●●●●○●○
InDesign	●●●●●●●●●○
After Effects	●●●●●●○●●○
Canva	●●●●●●●●●○
Capcut	●●●●●●●●●○
Meta Business	●●●●●●●●●○
Google Analytics	●●●●●●●●●○
PPC	●●●●●●●●●○
SEO & SEM	●●●●●●●●●○
ESPs	●●●●●●●●●○
Hootsuite	●●●●●●●●●○
Ai tools	
Claude	●●●●●●●●●○
ChatGPT	●●●●●●●●●○
Jasper	●●●●●●●●●○
Generative AI	●●●●●●○●●○
Wix	●●●●●●●●●○
Squarespace	●●●●●●●●●○
Shopify	●●●●●●●●●○

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Work Experience

BRAND AMBASSADOR **ONE ZEUS SOLUTIONS**

Oct 2016 – Sept 2017

Represented the brand through face-to-face marketing, driving sales through personal engagement and building genuine client connections. Recruited, trained, and supported new team members, contributing to team capability and a positive working culture.

INTERN **MEDIACORP, SYMPHONY 924**

Sept 2015– Feb 2016

Contributed to the creative output of Singapore's national broadcaster, designing posters, writing scripts and articles, producing and editing video content, and creating social media material to broadcast quality standards. Gained foundational experience in graphic design, video production, and digital content creation within a national media environment held to high professional standards.

Leadership & Development

GENERATIVE AI: FUNDAMENTALS TO ADVANCED TECHNIQUES (IN PROGRESS) **NUS SCHOOL OF COMPUTING, VIA EMERITUS**

2026 – Present

Currently completing a hands on programme from the NUS School of Computing covering the modern generative AI landscape, from machine learning and neural networks to transformer and diffusion models, multimodal AI, and the responsible use of these tools. Deepens the AI fluency I already bring to my creative and marketing work, so I apply these tools with real understanding rather than at surface level.

MISSION TEAM LEADER & TRIP COORDINATOR **BSSM – REDDING, CALIFORNIA**

2022 – 2025

Completed an intensive three-year leadership and ministry programme, appointed team leader in the final year on the strength of demonstrated capability. Organised, led and designed full outreach programmes from the ground up, delivering 16 trips across 9 months. Directed teams of up to 30 people on location, coordinating all logistics and travel across multiple destinations. Created and assigned roles to suit each member's strengths, managing team dynamics and building a culture of trust and dependability. United the team around shared goals under pressure, taking full ownership of every project from planning to delivery.

Skills

Project Management
Client & Talent Liaison
Photography & Videography
Travel Coordination
Director & Editor (in film)
Interviewer
Budgeting
Admin
Copywriting & SEO Copywriting
Event Organiser
People Person
Emcee
Pitching
Team Leadership

Awards

Oct 2018 – *Forbes Travel Guide*
10 Top Hotel Instagrams

2016 – *DTVM Awards*
Nominated for Best Children's Story
Winner of Best Transmedia Project