

# AMI AIDILIAH

## Marketing Graduate

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### ABOUT ME

Marketing graduate skilled in customer service, sales, web design, SEO, content writing, and social media management. Experienced in building Telegram bots and creating optimised digital content. Adaptable, detail-oriented, and driven to improve user engagement while contributing to impactful marketing and customer experience initiatives.

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### EDUCATION

#### University of Stirling @ SIM | 2023-2025

Conducted a thesis titled “From Players to Payers: Understanding Consumer Motivations Behind Microtransactions in Video Games in Singapore,” analysing behavioural drivers and digital purchasing patterns in the gaming market.

#### Nanyang Polytechnic | 2020-2023

Co-organized “ERSEN 2023” Hackathon as part of the communications and exhibitor team.

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### WORK EXPERIENCE

#### Guidesify | Jul 2025 - Jan 2026

##### Sales & Marketing Intern

- Wrote 80+ SEO-optimised articles, contributing to increased organic traffic and improved search visibility for companies.
- Managed TikTok content for The Gentlemen’s Vault, posting 3 times weekly and growing followers by 700 in 6 months.
- Built and coded a Telegram bot used daily by fetchers and packers as a productivity and reminder tool (includes CAT reminders).
- Designed and updated web pages using WordPress to enhance UI/UX and content flow.
- Supported Tech Sales through research, crafting digital content, and performance tracking.

#### Decathlon (Kallang, Orchard, Tampines & Bedok) | Mar 2020 – Aug 2024

##### Retail Specialist

- Assisted customers with personalised product recommendations.
- Increased Aqua Shoes sales by 8% through targeted guidance and effective product placement.
- Maintained 98% inventory accuracy across multiple sports categories, including Water, Team, Racket, Roller, and Second-Life.
- Fulfilled e-commerce orders with speed and accuracy to support online sales during COVID-19.
- Applied in-store marketing strategies to improve product visibility and customer engagement.

#### Constellar Holdings | Feb – Aug 2022

##### Event Assistant Intern

- Supported major exhibitions at Singapore Expo, including CARS@EXPO and Mummy’s Market.
  - Designed 10 corporate floor plans using Microsoft Visio for event layouts and booth planning.
  - Assisted in client meetings and helped execute A&P (advertising & promotions) campaigns.
  - Contributed to operational planning and on-site logistics for high-footfall events.
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### SKILLS

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|--------------------------------|-------------------------------|--|
| • Digital Marketing            | • Web Design                  | • Inventory & Retail Operations          |
| • SEO Content Production       | • Copywriting & Communication | • Event & Exhibition Support             |
| • Social Media Growth Strategy | • Customer Service Excellence | • Project Coordination                   |
|                                | • Sales Conversion            | • Data Accuracy & Administrative Support |