

MUTIARA KASIH

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ABOUT ME

As a Creative Director with over 10 years' global experience in design strategy, project management, customer relationship management and product development, Mutiara is passionate about the evolution of technology, product trends and user experiences. An encouraging and empowering leader, Mutiara is adept at explaining complex and abstract ideas in a simple way to enable her teams to develop relevant, innovative and creative solutions. She skillfully collaborates with diverse internal and external stakeholders to successfully deliver projects with a strong emphasis on quality and client satisfaction. She is adaptable, resilient, and unafraid to innovate.

EDUCATION

Parsons the New School For Design

MS, Strategic Design & Management
New York, New York

BFA, Communication Design
New York, New York

CERTIFICATION

SMU

Digital Marketing & E-Commerce
Singapore, Singapore

Siddhanath Forest Ashram

The Science of Kriya Yoga Meditation
Pune, India

SKILLS

Design Strategy
Project Management
Creative Leadership
Product Development
Design Thinking
Marketing & Branding
Digital Marketing
E-Commerce Strategy
Business Development
Customer Relationship Management
Contracting & Procurement
PR Communications
Photography

TOOLS

Adobe Creative Suite
Google Analytics
Facebook Analytics
Wordpress
Woocommerce
Social Media
Mail Chimp
Microsoft Office

WORK EXPERIENCE

THUGSHOP Pte. Ltd.

Singapore, Singapore | 02.2022 – Present

Senior Creative Strategist & Social Media Manager

- Manage social media accounts across Thugshop and it's establishments: Tuff Club, Headquarters, Upstairs, and Eat Sum Thing, in order to deliver excellent creative solutions.
- Creating administrative infrastructure within the organization.
- Work within financial limits and take responsibility for the budget issued, including resource management and the contracting of resource personnel.
- Using social media marketing tools such as Instagram, Facebook - Meta Business, Eventbrite, Trip Advisor, Resident Advisor, Soundcloud to create and maintain Thugshop and it's establishments's brand.
- Interacting with customers and other stakeholders via the company's social media accounts.
- Filming video on set and on location for music & dance events.
- Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements.
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities.
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs.
- Designing visual imagery and content for two websites and ensuring that they are in line with branding for clients.
- Incorporating functionalities and features into websites.
- Act as a mentor - training and developing creative staff, and appraising mentees/direct reports in a fair and consistent manner.
- Plan and organize content to create monthly Thugshop event newsletter via Mailchimp
- Seek opportunities for partnerships, sponsorships and advertising. Additionally prepare and distribute press releases.
- Interpreting creative direction and technical information and turning them into persuasive copy concepts
- Coordinate with internal staff, clients, and vendors to establish the requirements for an event, and serve as liaison to senior executives, government officials, and affiliated partners throughout the planning process

MK3 Investments Pte. Ltd.

Singapore, Singapore | 01.2020 – Present
Director – Business Operations

- Provide business operations, leadership and guidance for a S\$20 million investment company.
 - Collaborate with the CEO to create long-term operational strategic initiatives to meet company investment objectives.
 - Keeping track of the company's revenue margins and support the budget reviews to maximize company profits.
 - Collaboratively defined scope for operations initiatives that oversees the organization's daily business activities related to human resources, vendor management.
 - Assess the needs of the company and finds ways to contribute to the big picture by ensuring daily operations run smoothly and as efficiently as possible.
 - Manage vendor activities for both new and existing vendor relationships to ensure vendors fulfill their contractual obligations.
 - Identify suitable vendors to secure the best prices for their service offerings.
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Atsuko Inc.

New York, NY | 05.2017 –12.2019
Project Manager, Luxury Print Production

- Served as the lead Project Manager providing print and product services for luxury design customers such as Cartier, MoMa, Calvin Klein, Ian Schrager, Alexander Wang, CNN Hero young wonder, Casey Patterson Entertainment, Edison Hotel NYC, Two Trees Management, 160 Leroy NYC, Sephora and Estée Lauder Companies.
 - Responsible for end-to-end project delivery related to maintaining artwork database, design modifications, vendor management, prototyping, and user testing.
 - Developed, managed and sustained relationships with new/ existing clients through account servicing, managing the product delivery lifecycle, proactive resolution of service requests.
 - Arranging invoices for documentation.
 - Established the Sergio Rossi NYC account and managed the customer relationship leading to USD \$10K in revenue generation.
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Parsons The New School for Design

New York, NY | 01.2017 – 05.2017
Strategic Design Management, Health Services Provider (Non-Profit Partner)

- Developed prototypes for the digital magazine subscription capability and the collection of real time feedback in support of the client's education and community outreach programs.
- Facilitated Design Thinking workshops to capture understand user needs and ideate potential user centric solutions using tools such as customer journey mapping, ecosystem mapping and a feasibility vs impact matrix.
- Assisted the client with quantifying business value by evaluating their value proposition, revenue streams, customer segments and relationships, cost structures and channels.
- Utilized market research data and customer insights to design products, services and offerings that aligned

ETHOSpace Pte Ltd

Singapore, Singapore | 03.2014 – 03.2016

Marketing & Client Services Specialist – Design & Business Development

- Served as the ETHOSpace's Marketing and Client Services Lead facilitating end-to-end project delivery for customers across Indonesia, India, China and the Middle East.
 - Led B&B Italia's iChair product extension initiative by executing strategies that yielded an increase of market share.
 - Launched the Happy Tummy Club to maintain existing client and supplier relationships and attract new customers, which resulted in 20% customer growth.
 - Provided market research and customer insights that enabled the sales team to identify and capture qualified leads.
 - Created best practices across the organization to build and sustain client relationships.
 - Served as the project manager for the Bahrain Art Rotana Hotel. Managed suppliers, contractors and vendors, while collaborating with local and regional leads to ensure successful project delivery.
 - Provided creative direction for ETHOSpace's showcases within Prestige Singapore, The Peak, Luxuria and Bravacasa publications.
 - Coordinated the 'Asia Young Designer Award' in collaboration with Nippon Paint and provided mentoring
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Zero + Maria Cornejo

New York, NY. 08. 2012 – 05. 2013

Communications Associate, Press & Public Relations

- Organized the annual fall "Fashion Night Out NYC" event resulting in a sales boost of approximately 40%.
 - Managed the digital marketing campaigns across social media and email platforms for 10 major events; reached over 40,000 customers per event.
 - Managed the relationships with international fashion buyers, such as Singapore's Club 21, to increase sales and grow the brand's presence South East Asia.
 - Facilitated the strategic planning process for 2012-2013 Fall/Winter, Resort/Cruise and Spring/Summer Fashion Week events.
 - Served as the Celebrity Style Liaison and managed celebrity stylist relationships for clients such as Rihanna and Gwyneth Paltrow.
 - Collaborated with the Communications team to increase Zero's brand recognition by coordinating seasonal editorial samples for L'Officiel, Vogue, W magazine, Harper's Bazaar, as well as providing style consultations
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Morgenthal Frederics

New York, NY. 11. 2010 – 05. 2012

Brand Designer, Branding & Marketing

- Served as the Creative Director for product photoshoots, look books, online and printed catalogues.
- Developed and implemented new and innovative growth campaigns for the brand.
- Designed print promotional materials for seasonal sales, promotions and major events such as Fashion Night Out NYC.
- Collaborated with external partners and principals to ensure campaign targets were met.
- Managed digital marketing campaigns across various digital platforms such as website, social media, and email.