

Rusardi Noramin (Rudy)

Sales & Marketing Executive · Brand Launches, Partnerships & Marketing Operations

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Portfolio claude.ai/artifact/GLuoAffE8AK5vGuR93w3na · case studies, campaigns and the tools behind them

PROFILE

Marketer with 9 years across hospitality, community and F&B brands in Singapore. Runs product launches, KOL programmes and brand partnerships end to end, from the press release and platform copy to the booth on the day. Known for building the systems behind the work: SOPs, brand guides and workflow tools that keep teams, vendors and partners on schedule. Strong in stakeholder management, cross-functional coordination and turning feedback and performance data into better execution.

9 yrs hospitality, community and brand	50K+ views on The Quay People video series	227+ tenants reached by Arcc programming	90% average attendance across Arcc events
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EXPERIENCE

Sales & Marketing Executive 2025 – Present

Baristart Coffee Singapore (Blue Waves Food Empire)

- Led the Kopi-O Milo Cream Puff National Day launch (Aug 2026) end to end: media release, Instagram and RedNote copy, and food and lifestyle KOL outreach with tastings and site visits, published on deadline.
- Ran the Queic x Baristart Latte Cheesecake collaboration across all outlets (Sep – Oct 2026): social giveaway, KOL and KOC media tastings and a Danamic feature; shortlisted 25 creators with about 1.45M combined followers.
- Managed partner programmes with OCBC, Queic and Grab, including contractor Method of Statement and Risk Assessment packs for the OCBC Frank Roadshow and OCBC voucher programmes.
- Planned Booth 604 at Singapore Coffee Week 2026 (Marina Bay Sands): a to-scale 3D booth model for sign-off before the build, the backdrop and a spin-the-wheel visitor activation.
- Onboarded and verified the brand's RedNote (Xiaohongshu) account and set its content direction; audited Instagram and wrote the strategy brief and monthly content calendar for the Tras Street flagship.
- Built the team's marketing operations tools: a live design-studio job board with Telegram alerts (9am digest, hourly sync) and a public campaign hub tracking every promotion by status and outlet.

Freelance Marketing & Business Consultant Nov 2024 – Present

Emerging F&B brands and local SMEs

- Developed and ran social media calendars for a boutique bakery and an F&B outlet, identifying competitive advantages to sharpen their market positioning and grow reach.
- Advised on integrating physical and digital tools and CRM systems to streamline client communication, and on leaner internal workflows (with compliance) for a consistent, on-brand customer experience.
- Tools: Xero, Salesforce, HubSpot, Mailchimp, Hootsuite, Meta Business Suite, PageSpeed Insights, Final Cut Pro.

Client Experience Executive Jan 2023 – Nov 2024

Arcc Assets Pte Ltd (Arcc Holdings)

- Programmed holiday, wellness and workplace events for 227+ tenants across 50+ offices in conservation shophouses, averaging 90% attendance; framed Hari Raya, SG59 and Easter around the Racial Harmony story.
- Led the development and governance of operational and marketing SOPs, standardising execution across 100% of client-facing touchpoints.
- Secured and managed an exclusive dining partnership, activating curated F&B experiences to promote employee benefits and strengthen lifestyle brand positioning.
- Acted as primary coordination point for tenants and key clients; analysed feedback, operational data and digital metrics to close process gaps and lift satisfaction and retention.
- Aligned workflows, timelines and deliverables with marketing, operations, finance and digital teams on fast turnarounds.

Executive Management Consultant

Aug 2022 – Jan 2023

Sunrise Co Pte Ltd

- Planned and executed end-to-end digital marketing campaigns with cross-functional teams, increasing brand visibility, reach and client engagement.
- Used performance insights to refine messaging, and aligned internal and external stakeholders on marketing decisions, brand positioning and campaign goals.

Marketing Coordinator

Jun 2017 – Aug 2022

InterContinental Singapore Robertson Quay (IHG) and Publico Ristorante

Progression: Guest Experience Specialist, Publico Deli → Guest Services Associate → Strategic Marketing Coordinator

- Created The Quay People, a staff storytelling video series (4 episodes and 8 teasers) with 50K+ views and 10K+ likes, one of the hotel's best-performing Instagram formats.
- Conceptualised a Mother's Day campaign with Vogue, Revel Cycle and Janice Wong, coordinating exclusive experience kits for selected KOLs to drive premium exposure and social amplification.
- Delivered Publico collaborations: Vogue Singapore Supports Local takeaway set, the Janice Wong Chocolate POP Pizza (GrabFood exclusive) and a Warner Bros. DC League of Super-Pets photo activation.
- Kept the Publico and InterContinental Robertson Quay websites current through the back end (What's On, promotions and campaign pages).
- Analysed audience behaviour on Facebook, Instagram and LinkedIn and kept campaign metric records to guide content strategy and evaluation.
- Named Most Liked Receptionist of the Year, Singapore 2020.

EDUCATION

WSQ Diploma in Infocomm Technology (Sales & Marketing) · @Ask Training Singapore

Sep – Dec 2024

Diploma Coursework in Hospitality & Tourism Management · Kaplan Higher Education Academy

Apr 2013 – Jan 2014

SKILLS & TOOLS

Marketing	Product launches, copywriting and brand voice, media releases, KOL and KOC management, social strategy (Instagram, RedNote, Facebook, LinkedIn), partnerships, events and activations
Operations	SOP and brand guide development, workflow design and automation, client relationship management, cross-functional and vendor coordination, contractor documentation (MOS, RA)
Strengths	Stakeholder engagement, negotiation, analytical and strategic thinking, problem-solving, communication
Tools	HubSpot, Salesforce, Meta Business Manager, Mailchimp, Hootsuite, Google Analytics, WordPress, PageSpeed Insights, Xero, Final Cut Pro, Microsoft Office, Google Workspace, Claude (drafting and workflow tools), GitHub, Cloudflare Pages