



LEYNA POH 傅梨娜

Contact Info

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PROFILE

My name is Leyna Poh, and I'm passionate about driving sales growth by crafting compelling visual stories and leading teams to create unforgettable customer experiences. With a keen eye for design and a strategic mindset, I excel at developing creative strategies that not only capture attention but also convert interest into action. Whether it's leading a sales campaign, designing impactful merchandising displays, or collaborating with cross-functional teams, I thrive in environments where creativity meets results. My background in art direction, visual merchandising, and creative strategy has equipped me to build strong client relationships, boost brand visibility, and consistently deliver sales outcomes that exceed expectations.

WORK EXPERIENCE

- Head, Branded Content**
 Media Group Pte Ltd
 Feb 2023 - Present
 - Develop and implement comprehensive content strategies aligned with brand objectives and target audience needs.
 - Lead and manage a creative team, ensuring the production of high-quality branded content across various platforms, including articles, videos, social media, and podcasts.
 - Collaborate with cross-functional teams, including marketing, sales, and product development, to support business goals and marketing campaigns.
 - Monitor and analyse content performance using analytics tools, refining strategies based on data-driven insights.
 - Oversee content budget, ensuring efficient resource allocation.

SquareRooms Nov 2023 - Editor, Print and Digital
- Visual Merchandiser**
 IKEA
 Dec 2020 - Feb 2023
 - Design inspiring solutions to establish IKEA brand identity and achieve commercial KPIs
 - Conceptualize brand new assets in 3D drawings, creative direction, store layout, and liaise with vendors in-store rebuild projects
- Art Director**
 Media Group Pte Ltd
 Nov 2018 - Dec 2020
 - Oversaw the creative direction of Squarerooms, D+A, INSIDEbyPORTFOLIO, and custom publishing titles
 - Supervised creative teams and managed publications' demands
- Senior Graphic Designer**
 MCI Group
 May 2018 - Oct 2018
 - Develop creative assets as pitches to new and existing MICE clients
 - Interpret client's requirements and produce creative collateral; concept creation along with event collateral such as EDM, invitations, stage props, banner, and event digital app interface.
- Founder**
 Mondays Off Studio
 Dec 2013 - Oct 2018
 - Founded a home decor and lifestyle boutique in indie street Haji Lane called Mondays Off
 - Marketing the brand and its story, Mondays Off reached an international audience by being featured in The New York Times, Conde Nast Traveler, The Monocle, and Houzz. Along with local media features in Straits Times Life, Her World, Home & Decor, and AsiaOne to name a few.
 - Held hats between store operations, marketing, curating products, and visual merchandising

● **Art Director and Stylist**

Freelance

Sep 2016 - Apr 2018

- While managing the store, I continued my passion and work for various industries including PR, F&B, construction, hotels, interior design firms, and media
- Design work in art direction, interior styling, website design, and graphic design works

● **Art Director**

Magazines Integrated

Mar 2016 - Sep 2016

- Oversaw all aspects of design and development for the editorial content of EPICURE, PETS and Bites magazine
- Mentoring and managing schedules in the art department
- Worked closely with renowned chefs, execute art direction and styling for Epicure Magazine
- Sourcing and styling of local celebrities for Pets Magazine

● **Associate Art Director**

FEMALE, SPH Magazines

May 2015 - Feb 2016

- Conceptualize, plan, and determined the art and vision of the magazine
- Worked closely with fashion and beauty brands to develop dynamic and engaging visuals
- Art direction and styling of covers and main feature stories
- Manage an art team, along with its design budgets to ensure projects adhere to scope

● **Designer**

Home & Decor, Men's Health, SPH Magazines

Mar 2012 - Feb 2014

- Capture upcoming trends in the interior furnishing industry and conceptualize visual stories
- Plan, design, and source products for styling homes for features
- Conceptualize layout design for editorial and advertorial content

● **Designer**

The Esplanade Co Ltd

Oct 2010 - Feb 2012

- Design marketing assets for festivals and events for the Art center
- Produce a variety of styles of artwork to interpret marketing campaigns for music, dance, and theatre shows

IN A NUTSHELL

SOFT SKILLS

- Creativity
- Problem-solving
- Leadership
- Interpersonal skills
- Adaptability

HARD SKILLS

- Business planning
- Resource management
- Market analysis
- Strategy development
- Sales optimisation

SOFTWARE

- Adobe Creative Suite
InDesign, Photoshop, Illustrator, Premiere Pro
- 3D SketchUp
- Microsoft Office
Word, Excel, Powerpoint

EDUCATION

- **Diploma of Graphic Design**
Grenadi School of Design,
VIC, AUS
2008 - 2009

LANGUAGES

- **ENGLISH**
- **MANDARIN**
Spoken and written