



NICOLE NG SWEE YIN

DIGITAL MARKETER | TECHNICAL FOCUS (EX-GAME DESIGNER)



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PORTFOLIO

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PAST PROJECTS

WhiskyPLUS 2025

Malaysia's Biggest Whisky Event

- Campaign Planning & Execution
- Increased Social Media Reach through Content Creation, Meta Ads & Email Marketing
- Collaborated with KOLs

LANGUAGES PROFICIENCY

- English
- Bahasa Malaysia

INTEREST

- Worldbuilding
- SEO & Data Analysis
- UX Design

EDUCATION

UOW Malaysia KDU

BSc Game Development (Hons)

(1st) CGPA 3.80, Dean's List

Technological University Dublin

Higher Certificate in IT

CGPA 3.00

- HubSpot SEO Certificate
- SF SET (C2 Proficiency)

ABOUT ME

Malaysian Game Designer transitioning into Digital Marketing, with 2+ years of experience in mobile game design, UX optimisation and data-driven content strategies. Passionate about paid ads, analytics and social media management.

EXPERIENCE

TEGMEDIA(MY) (JULY 2025 - PRESENT)

DIGITAL MARKETING EXECUTIVE

- Executed digital marketing campaigns across email, social media, and paid channels to strengthen brand visibility and audience engagement.
- Managed newsletters via Brevo, including audience segmentation, campaign scheduling and performance reporting.
- Operated Meta Ads Manager to boost posts, refine audience targeting and track campaign metrics.
- Produced GA4 reports to evaluate traffic, engagement and campaign ROI, supporting data-driven decision-making.
- Consistently achieved targeted user reach for client-sponsored content, meeting campaign objectives and strengthening client satisfaction.

NOISY NIT GAMES (AU) (FEBRUARY 2024 - DECEMBER 2024)

GAME DESIGNER

- Designed interactive game features that enhanced player engagement and retention.
- Analysed player behaviour to improve content visibility and user experience.
- Collaborated on UX improvements to streamline navigation and optimise user flow.
- Proposed new features, leading to the approval for development.

KURECHII (MY) (SEPTEMBER 2022 - DECEMBER 2023)

GAME DESIGNER

- Designed gameplay systems, aligned with player needs and market trends.
- Created in-game events and live service content to boost retention.
- Assisted QA in feature validations to ensure smooth launches.
- Collaborated with programmers to establish a scalable design framework, enabling designers to independently create and refine features without heavy developer reliance.

SKILLSETS

USER EXPERIENCE (UX) & DATA DRIVEN INSIGHTS

- Defining UX Flows for better accessibility & engagement.
- A/B testing, behavioural analysis & refining interactive experiences.
- Figma, Photoshop & Canva for UX flows & ideation.

PROJECT MANAGEMENT & COLLABORATION

- Trello, Good Day Cards, Jira, Confluence for task management.
- Git & Plastic SCM for version control.
- Office 365 & Google Workspace for documentation & reporting.

DIGITAL MARKETING & ANALYTICS

- Google Analytics 4 (GA4) - sponsored content & in-house campaign reporting.
- Meta Ads Manager - campaign setup, boosting, targeting & performance tracking.
- Brevo (Sendinblue) - email marketing campaigns, segmentation & reporting.
- SEO Fundamentals - on-page optimisation & keyword research