

Portfolio

'26



BUILDING WORLDS
THROUGH BRAND
MARKETING, ART
DIRECTION AND
CONTENT STRATEGY.

Angeline

Maytrie

Mulia

Hi! I'm Angie.

LASALLE graduate bridging high-concept creative direction with data-driven campaign strategy. Fluent across the **Adobe Creative Suite** and familiar with leveraging **AI** to accelerate planning, content workflows, and data analytics. I turn creative concepts into proven impact, from \$10K in 48-hour live revenue to nationally recognized campaigns.

Having worked with global brands across

FMCG, Fashion, and Luxury.



CHARLES & KEITH



Venchi
1878

VOGUE
SINGAPORE

With scopes spanning:

360° Campaign Direction · Spatial Visual Merchandising · End-to-End Event Coordination
Multi-Market Content Strategy · Performance Analytics · Live-Commerce · Phygital Experience Design

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Note: Click the respective companies to navigate to the corresponding section immediately.

BEASTCORP - Internship

Role: Marketing Intern

At BEASTCORP, a regional creative agency handling activations for luxury clients like Porsche, Chanel, and Venchi, I supported end-to-end brand presence online and offline, contributing to **over 6 brands** across luxury automotive, FMCG, furniture and jewelry. My role combined spatial visual merchandising for a showroom activation with multi-brand social content creation, scheduling, and engagement reporting.

Spatial Visual Merchandising

Multi-Account Management

Performance Analytics



100+ props curated, sourced under deadline —
proving thoughtful curation matters as much as budget.

Porsche Guoco Midtown Showroom

One being the visual merchandising assistant to the Lead Stylist for the Porsche Guoco Midtown Showroom. Under a tight deadline, we executed the layout plan according to the brand's visual identity and I curated props of well over 100 props, from luxury books to display pieces, utilizing platforms like Carousell to enhance **cost efficiency** whilst **maintaining brand identity**, alongside arranging the items on set.



▷ 147.8K



▷ 39.7K

[View here](#)


Venchi
1878



5+ client accounts, content-to-reporting ownership —
proving content and analysis work best together.

Content Calendars + Performance Reporting

Alongside event support, I managed and executed content calendars for a range of brands — including Sol Luminaire, Venchi, RISIS, Sabon, and Galerie 5 — writing social copy, filming, editing, and scheduling posts, while using Iconosquare and Meta Business Suite to analyse engagement and build performance reports.

Average engagement rate history

2023-2024



Follower growth

iconosquare



Comparative table

Meta
Business Suite

	Meta Official	Instagram	Facebook
Number of followers	13.4K	21.9K	19.2K
Followers growth (last 90 days)	10%	1.8K	67
Engagement rate (last 90 days)	7.63%	6.50%	0.35%
Post frequency (last 90 days)	47	85	51

Vogue Talent Prize 2026 - Top 5 Finalist

Role: Creative Director, Photographer, Stylist, Set Designer

Selected nationwide in a judged creative talent search, I conceptualized, art directed, and executed a full brand campaign — from mood board to final delivery — in **under 3 weeks**. The brief called for a **youthful reimagining of Charles & Keith's Chance Turn-Lock Bucket Bag** so I anchored the concept in this year's theme, Retrofuture, and in Singapore itself — a Garden City engineered to hold nature and futurism both in tension and tandem.



360° Campaign Direction



Brand Storytelling



Earned Media Coverage

The Rationale

SURGE builds on nature breaking through concrete and futuristic structures, with the bag and a young model as the catalysts — a metaphor for the younger generation outgrowing what they're expected to conform to.

"SURGE"

Informed by Singapore's architecture, where change is faster than rain, the campaign explores the identity of a city that continuously tears down and rebuilds. The campaign positions the Chance Turn-Lock Bucket Bag as a bridge for a youth generation navigating an environment engineered for efficiency, merging the organic and synthetic, where its study per structure silhouette and swirling motion, one bag becomes a sanctuary where nature, color, and structure can breathe together.

Behind the Results

A behind-the-scenes recap documenting the set build, styling, and creative decisions behind the campaign — made alongside **local collaborators** as a chance to spotlight the same young creatives the campaign itself was about.



[View here](#)

13,700+ views, 10,000+ people, 350+ saves —
proving how the creative process resonates.



THE FINALISTS

The Vogue Singapore Talent Prize returns for its fifth season, spotlighting five new voices. This year's brief placed CHARLES & KEITH's Chance Turn-lock bucket bag in the hands of the finalists, each tasked to create a campaign that reflects both the brand's DNA and Vogue Singapore's spirit of storytelling. The result is five distinct interpretations that chart the possibilities of creativity today—here's where you can explore their campaigns and cast your vote to help decide this year's winner.

Angeline Maytrie Mulia



[Read here](#)

VOGUE Website Feature

SURGE was featured on Vogue.sg with an interview on the concept, references, and process behind the campaign — **external recognition** from a leading fashion publication.

House of 28 - Internship

Role: Marketing Intern

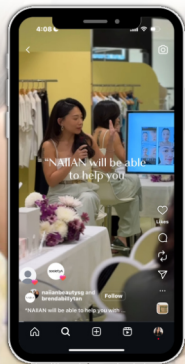
House of 28 is a multi-brand company that operates three distinct sub-brands under one roof — NAIIAN (luxury skincare), societyA (multi-label luxury fashion), and OFF-SEASON (discounted designer pieces) — each with a different audience and voice. I worked across all three, **executing and directing marketing strategy** tailored to each brand's specific positioning alongside the Social Media Specialist and Marketing Manager.

Multi-Market Content Strategy

End-to-End Event Coordination

Live Commerce Revenue

30+ Video Content, 60,000+ Views, 3 Varying Markets —
showing the importance of syncing brand identity with
content strategy and execution



NAIIAN

Community

Event Recap



societyA

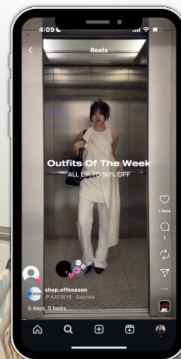
Interview 1

Interview 2

Activity

Event Recap

Trend-led



OFF-SEASON

0% OFF
EXTRA 10% OFF 3 ITEMS
EXTRA 20% OFF 5 ITEMS

Upselling

Trend-led

Pop-Up

Note: Click each content category to view selected example created for the brand.



Brand Event Coordination

Assisted in planning and executing **10+ events** across all three brands. Work spanned the **full cycle**: liaising with vendors for cost efficiency, running quality checks on incoming stock, generating leads and UGC through personal invitations, and supporting guest experience on-site through styling and real-time documentation.

Customer Relationship Management

Strengthened CRM by nurturing attendee relationships post-event via **WATI** and feedback forms, sharing documented photos and videos to drive loyalty, repeat attendance, and potential sales conversions.

Strategic UGC Implementation

Boosted turnout by **+50%** at previously low-RSVP event by inviting targeted audiences from **personal network** in the creative industry, resulting in **strong UGC** that amplified brand visibility in a new audience group.

Brand Event Collaborations

STATE PROPERTY
FINE JEWELLERY



UNDA NODSPARK

Vendors Liason

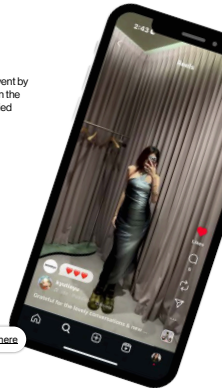
THE GREAT ROOM
BY INDUSTRIES



LUXE
le traiteur and more!

+50% Event Turnout with UGC —
done by matching event's purpose with an
audience that resonates.

[Watch here](#)



Channel Expansion - TikTok Livestream

Co-led planning and executing OFF-SEASON's **first TikTok Live selling initiative** with the Marketing Manager — managing KOL collaborations, monitoring live sessions, and overseeing inventory in real time. The pitch took multiple rounds of internal discussion before approval; once live, it generated \$10,000+ in sales within two days, **surpassing two months of prior in-store sales** and establishing live-commerce as a scalable revenue channel for the brand.

\$10,000+ SGD in 2 Livestreams –
proving the potential of a new revenue channel



3 New Markets, 1 Identity –
unified through a media asset of the luxury experience

[View here](#)

International Market Expansion - Media Asset

For **NAIAN's expansion** into Jakarta, Kuala Lumpur, and Dubai, the CEO personally entrusted me to edit a dedicated video — compiling masterclass footage I filmed into a **structured asset** that demonstrated the brand's product range and experience to a potential international partner.

Cetaphil SkinLABS Activation

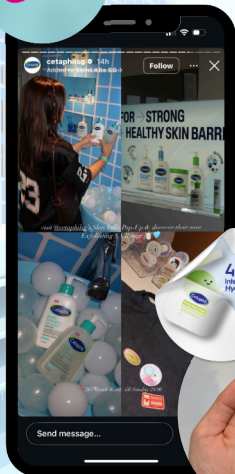
Role: Graphic Designer

Selected as 1 of 3 designers commissioned for Cetaphil's SkinLABS activation, I designed a set of 10 sticker assets for a tote bag customisation station — one of the pop-up's interactive workshops. Each design paired **playful character illustration with brand messaging** and key product features, translating Cetaphil's clinical positioning into something **youthful and shareable for Gen Zs**.

Experiential Brand Collateral

Brand Activation

Interactive Event Touchpoints



10 Assets, 1 of 3 Designers Commissioned—
infusing youth into cult classic products.



Two Most Popular Sticker Designs—
validated by workshop hosts and attendees.

NEO - A Southeast Asian Publication

Role: Creative Director, Art Director, Writer, Web Designer, Photographer, Stylist

A capstone project designed to help solve the problem of declining science media literacy among Gen Zs. Leading a **cross-functional team of 20+ collaborators** across Southeast Asia through **3 production shoots**. NEO was established across **print, digital, and a physical exhibition** to produce the inaugural issue: a three-chapter publication raising the topic of symbiosis between humanity and nature.

Cross-Functional Team Leadership

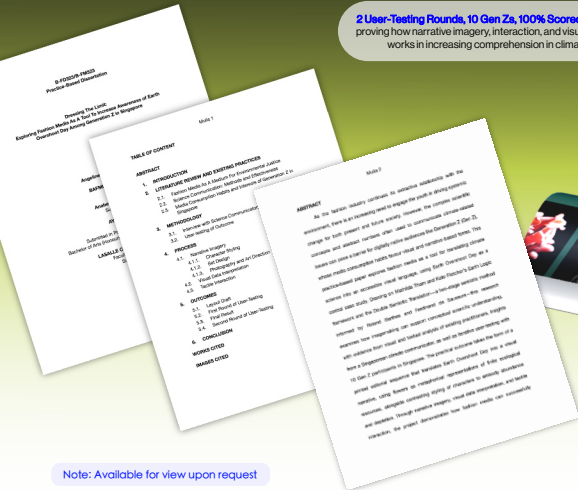
Audience Research Strategy

Phygital Experience Design

Research Methodology

NEO built on Earth Logic as its core framework, translated through a method I coined myself: Double Semiotic Translation — converting scientific concepts into visual and material metaphors, then testing whether that translation actually lands with its intended audience.

2 User-Testing Rounds, 10 Gen Zs, 100% Scored Above Threshold —
proving how narrative imagery, interaction, and visually represented data works in increasing comprehension in climate information.



Note: Available for view upon request

Expert Interviews and Features

To ground each chapter in real expertise, I conducted an expert interview per issue — pairing scientific credibility with editorial storytelling:

Woo Qiyun — Climate Communicator, Singapore
(@theweirdandwild)

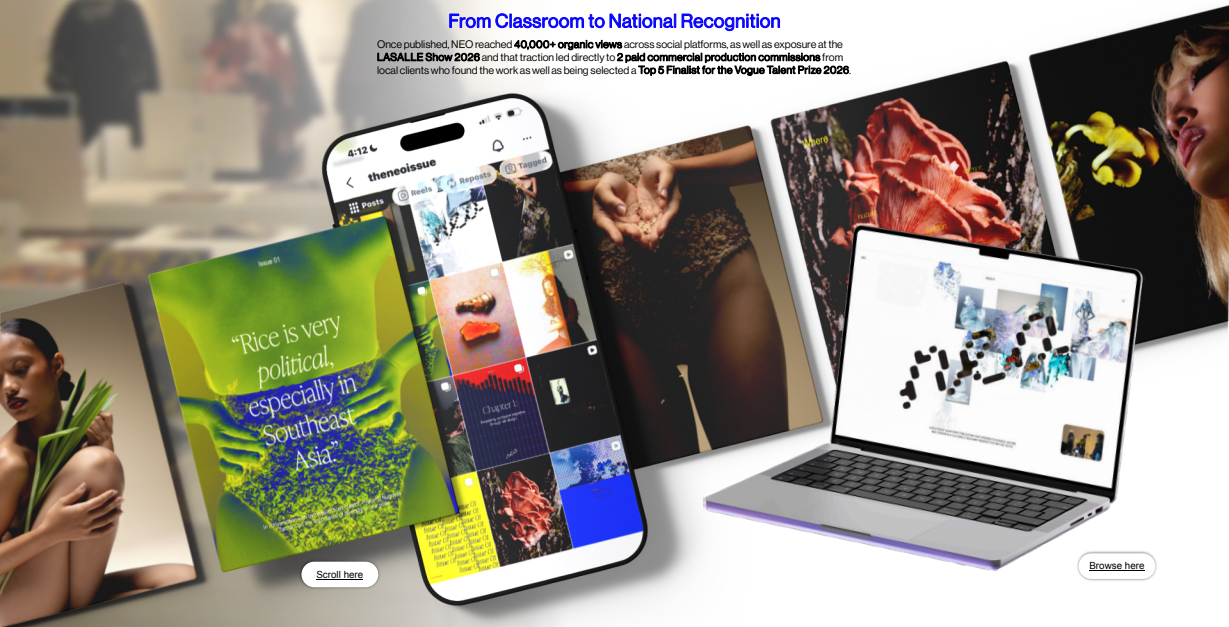
Pratama Nugraha — Food Biodiversity Creator, Indonesia
(@tamtamvv)

Ronaldiaz Hartantyo — Co-founder of Indonesian Bio-Tech Company MYCL (@myclbio)



From Classroom to National Recognition

Once published, NEO reached **40,000+ organic views** across social platforms, as well as exposure at the **LASALLE Show 2026** and that traction led directly to **2 paid commercial production commissions** from local clients who found the work as well as being selected a **Top 5 Finalist for the Vogue Talent Prize 2026**.

[Scroll here](#)[Browse here](#)



Shall we create something together?

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