

# Zulhilmi Bin Jumaat

[me@zul.sg](mailto:me@zul.sg) • +65 8886 4006 • Singapore • [linkedin.com/in/zulhilmij](https://www.linkedin.com/in/zulhilmij) • [zul.sg](https://zul.sg)

Events & Experiential Marketing Professional

## PROFESSIONAL SUMMARY

---

Experienced events and marketing generalist with over 5 years of proven success in delivering B2C and B2B events as well as integrated marketing campaigns across tech, esports, and digital entertainment sectors. Skilled in planning and executing full-cycle event experiences, supporting integrated go-to-market strategies, and managing all aspects of pre-planning, budgeting, logistics, vendor coordination, and both onsite and virtual event delivery. Adept at managing timelines, vendors, and internal teams with strong attention to quality and detail.

Proven ability to deliver multi-format events, including festivals, livestreams, and hybrid activations, for audiences ranging from 50 to over 10,000. Offers a versatile background in campaign operations, audience engagement, sponsorship servicing, and AV/IT coordination, with experience across marketing, operations, and production functions. Solutions-oriented and hands-on, known for managing multiple projects in deadline-driven, cross-functional environments.

## AREAS OF EXPERTISE

---

**Events Management & Experiential Marketing:** Event Planning & Execution, Experiential Campaigns, Project & Operations Management, Ticket/Registration Management, Vendor & Procurement & Cross-Functional Collaboration

**Marketing & Engagement:** Integrated Campaigns, Digital Marketing, Community & Audience Engagement, Sponsorship & Client Servicing, Stakeholder Management

**Analytics & Reporting:** Post-Event Analysis, Wrap Reports, Basic ROI Tracking & Attendance Metrics

**Finance:** Basic Bookkeeping, Budgeting, Procurement, Reconciliation

## SOFTWARE & TECHNICAL SKILLS

---

**Software:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Google Workspace, Microsoft Word, Excel, PowerPoint, Eventbrite, Trello, Xero, OBS Studio, Mailchimp, SendGrid, Meta Business Suite, TikTok Ads Manager, Tableau(Ongoing learning), Cvent(Ongoing learning)

**Technical:** Livestream & Hybrid Event Production, Basic AVL/IT Support, Media Production (Photography/Videography)

**Website Management:** HTML, CSS, WordPress

## KEY ACHIEVEMENTS

---

- Delivered and supported more than 50+ B2C/B2B activations across tech, esports, and digital entertainment, contributing to logistics, campaign rollout, and production for audiences from 100 to 10,000+ across online, offline, and hybrid formats.
- Managed event budgets up to SGD350,000 per project in startup and non-profit environments, consistently achieving profit margins between 30% and 60% through effective cost controls and vendor negotiations.
- Built event and marketing operations and foundational processes from the ground up in startup and non-profit settings, establishing scalable systems for logistics, workflow, and team onboarding that supported growth and long-term operational stability.

## EXPERIENCE

---

### Freelance Marketing & Events Specialist/Consultant

zul.sg

February 2025 - Present

- Deliver strategic marketing and event consultancy to SMEs and grassroots brands, providing end-to-end solutions in content creation, digital marketing, and event management.

### Marketing & Operations Lead

C2E4 Pte Ltd

May 2024 – January 2025

- Led full-spectrum of small to large-scale consumer and community-facing events (500 to 10,000+ attendees across multiple days), including showcases, festivals, and brand experience zones.
- Worked cross-functionally with marketing, partnerships, and sales teams to define event goals, audience segments, and integrated campaign timelines.
- Directed AV/IT and vendor operations to deliver high-quality on-site activations and livestream broadcasts.

- Managed budgets with ~20% savings through proactive vendor negotiations and live spend tracking.
- Produced GTM strategy-aligned campaign and pitching decks for sponsors, partners, and internal alignment, tailoring creative and strategic messaging to support revenue generation and stakeholder buy-in.
- Supported campaign rollout across digital and on-site channels, including social media, influencers, and event tech tools.

### **Office & Operations Manager (Events, Projects & Marketing)**

Digital Plus Pte Ltd

September 2022 – May 2024

- Directed a team of 6 to deliver multiple events and projects while managing office operations, optimising workflows, and aligning with business and marketing objectives.
- Collaborated with the parent company's sales team to support commercial and marketing objectives, driving business growth through targeted experiential event activations and stakeholder engagement.
- Oversaw event operations for both internal and client campaigns, ensuring smooth logistics, technical delivery, and effective resource allocation.
- Nurtured strong relationships with key industry clients (video games, consumer tech, energy drinks, public sector), internal stakeholders, and regional vendors and partners, ensuring event activations and marketing campaigns were aligned with business objectives and delivered seamlessly across Southeast Asia.
- Coordinated logistics, creative rollouts, and marketing for tech, gaming, and lifestyle brand campaigns.
- Delivered integrated campaigns across digital (EDMs, social media), traditional, and on-ground channels, leading all aspects of landing page design, social copywriting, and campaign timeline planning to drive engagement, launch success, and lead generation.
- Managed and optimized paid media campaigns (TikTok Ads, Meta Ads, OOH) and SEO for websites to amplify event and brand reach, achieving targeted audience acquisition and increased campaign visibility.

### **Operations Manager (Events & Projects)**

Singapore Cybersports & Online Gaming Association

September 2021 – September 2022

- Led planning and execution of community and campus digital entertainment events, ensuring seamless technical operations and on-site delivery; analysed metrics and post-event feedback to boost engagement and efficiency.
- Delivered community and campus activations across physical and hybrid formats, reaching hundreds to thousands of attendees per event.
- Oversaw AV/IT setup, livestream production, broadcasts and on-ground ops with internal teams and vendors.
- Produced post-event wrap reports summarising attendance, engagement, and partner feedback to drive iterative improvements.
- Managed procurement, vendor relations, and budget tracking for cost-effective delivery within nonprofit constraints.
- Partnered with regional brands and stakeholders for co-branded events and initiatives across Southeast Asia.

### **Programme Executive**

Singapore Cybersports & Online Gaming Association

September 2019 – September 2021

- Orchestrated over 50 youth-focused and community digital entertainment events in physical, virtual, and hybrid formats, driving audience engagement.
- Collaborated with teams and stakeholders for impactful programmes and marketing campaigns.
- Assisted with budgeting and resource planning for high-impact, cost-effective internal and external events.

## **EDUCATION**

---

### **Bachelor of Science in Marketing (Merit)**

*Singapore University of Social Sciences*

### **Diploma in Business Management (Supply Chain & Event Management)**

*Nanyang Polytechnic*

### **Higher Nitec in Business Studies (Event Management)**

*ITE College Central*

## **LANGUAGES**

---

English

Spoken, Written

Malay

Spoken, Written