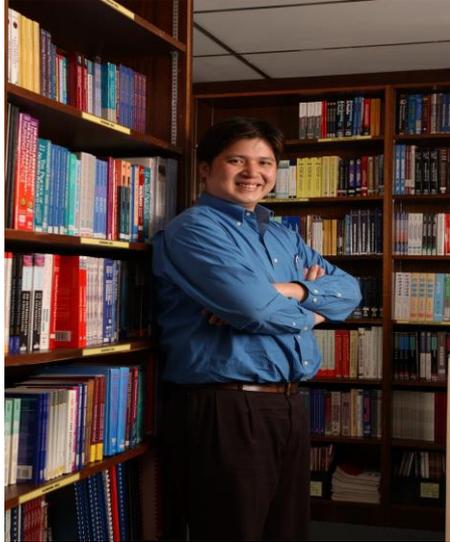


PROFILE OF MR ALVIN TEO



Alvin Teo is an experienced marketer who has been harnessing the power of technology for businesses and a passionate social media thought leader. He is currently the Director for MagiQuestions Consulting, a firm specialising in new and social media marketing solutions. Having started his career 15 years ago as an IT Consultant and Trainer in U.S.A. in the field of customer relationship management (CRM) solutions, Alvin has held senior positions in marketing and communications in MNCs, constantly seeking out ways of harnessing the power of technology for better efficiency and effectiveness.

Naturally when the social media boom came about, he latched on to it like a fish takes to water. He developed and managed successful social media marketing campaigns, effectively driving brand awareness, engagement and web traffic for lead generation. Alvin was able to achieve strong, visible social media presences and develop concepts with viral potential. Additionally he continuously monitored and measured the social media marketing strategies to determine rate of return, then identified and tap into new channels to optimize ROI and fuel revenue growth.

Having wrote and produced content for various projects on social media, Alvin is well-versed in developing communications that would be most effective on the Internet and social media.

His experience on social media projects include:

- SingTel YouTube content production and brand channel management
 - www.youtube.com/singtel
- AsiaRooms.com (www.youtube.com/asiarooms): Facebook management, YouTube content production and brand channel management
 - www.facebook.com/asiarooms
 - www.youtube.com/asiarooms
- Disney Channel Asia: Facebook management
 - www.facebook.com/DisneyChannelAsia
- Pioneer Electronics: YouTube content production
 - www.youtube.com/pioneerastereo

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- Notatourist.sg: YouTube content production
 - www.youtube.com/notatouristsg
- Training Vision Institute: Facebook and LinkedIn Marketing
- Grid MMS (supported by IDA): Project Lead for infoCommUnity, building a community of social media practitioners
 - www.infocommunity.com.sg/
- Juz Purrfect: Full Social Media management
 - www.juzpurrfect.sg
 - www.facebook.com/juzpurrfect

As a trainer for a CRM solutions firm in the U.S.A., Alvin trained both sales and customer service staff across the nation for a major telecommunications group at all levels. In his role as Deputy Marketing Director at Kaplan Singapore, he has delivered various career and education guidance talks for career fairs, CLEO Career Workshops, and at polytechnic events. Most recently as Marketing Director for Informatics Education Ltd, Alvin was invited to present at a Google event on Mobile Marketing. Alvin was also instrumental in leading the IDA-supported “infoCommUnity” initiative which sought to build a community of social media practitioners in Singapore, and assisting People Sector Organisations to be able to tap on social media.

Alvin graduated from Rutgers University (U.S.A.) with a Bachelor of Science double majoring in Marketing and Economics, with a minor in Physics. He is currently pursuing a Master of Arts in Communication Management with University of South Australia.