Zerline Jade



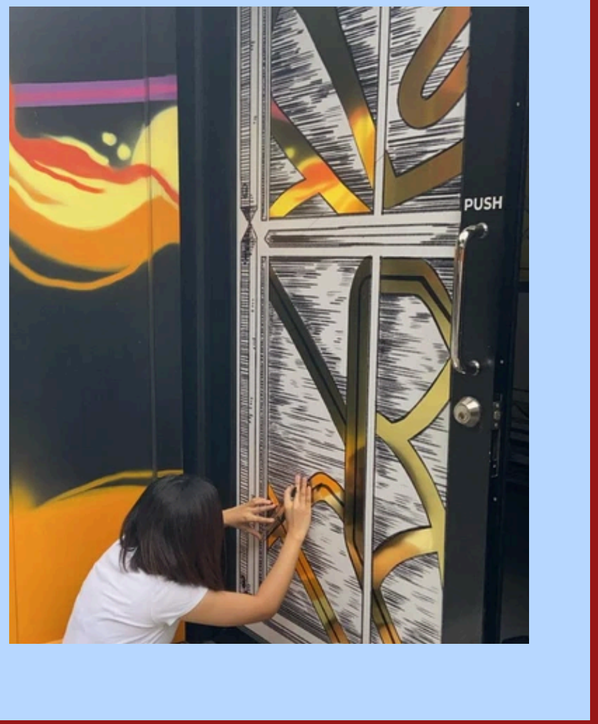
Creative Portfolio

Marketing & Design

2026-7

About Me





Hi I'm a creative strategist with a background in animation and film. At my core, I value keeping a child-like curiosity in discovering the world and telling stories that spark connection.

I blend visual storytelling with brand strategy and player insights to create engaging digital narratives. From leading interactive campaigns for Netflix Indonesia and JD Sports to transforming a shipping container into an AR experience along Orchard Road for Singapore Art Week, I combine creative play with data to deliver high-impact work

Skills, Tools & Software

Workspace



Microsoft 365



Google Workspace



data.ai

Data Analysis



Singular



manus AI



Google Trends



SEMrush



ahrefs

Socmed Management



Meta Business Suite



TikTok Studio



YouTube Studio

Creative



Adobe Creative Suite



Autodesk Maya



Blender



Dragonframe



Krita



ZBrush



Unreal Engine



Rokoko



Spark AR

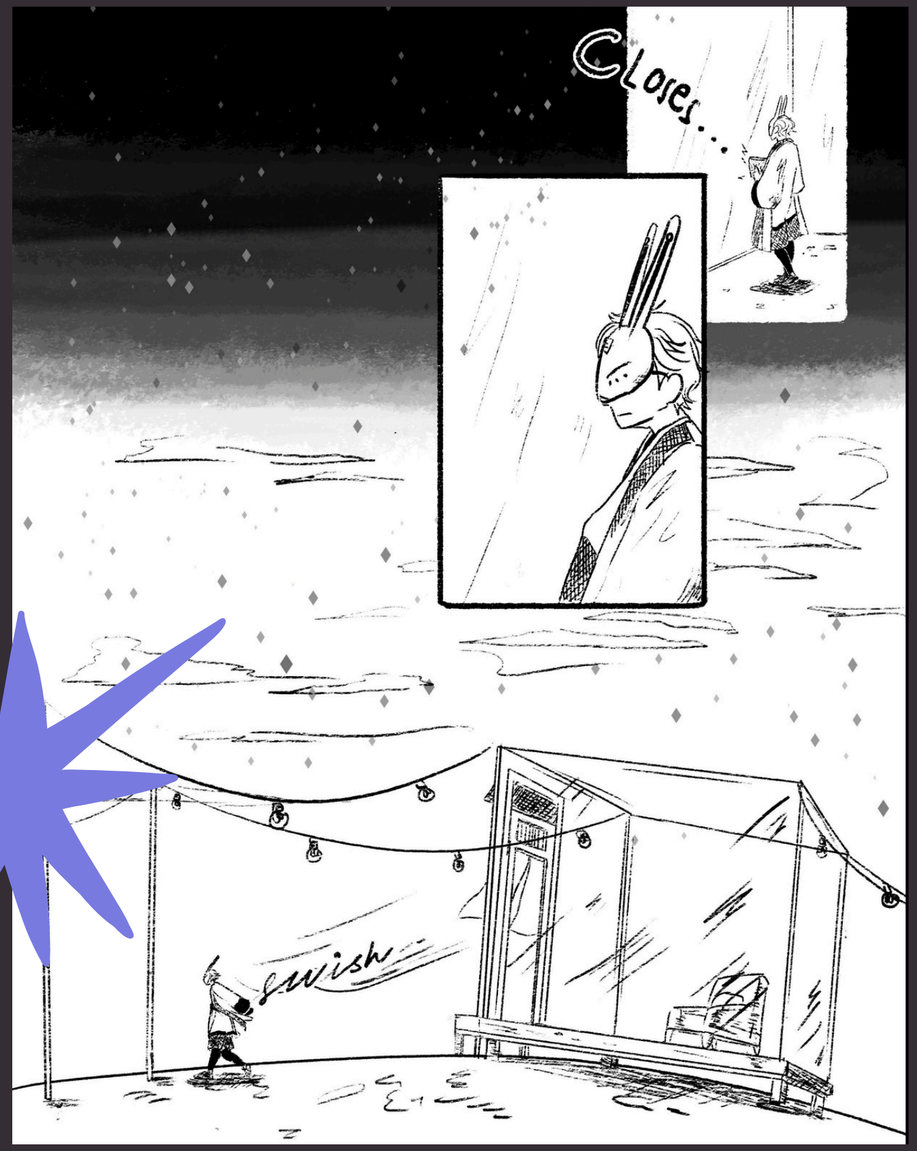
Education

- **Arts, Design & Media, Nanyang Technological School**
  Bachelor's Degree in Fine Arts

- **Singapore Polytechnic**
  Diploma in Digital Animation

Certifcations

- **Google AdWords Certification**
- **Google Ads Video Certification**
- **Heicoders Academy Performance-Driven Digital Marketing with AI**
- **INSIDE LVMH Certificate**



Work Experience

6 years of experience across agency and game companies, translating ideas & their products into impactful visuals that connect with audiences, reinforce brand presence, and drive results across marketing funnels.

EXPERIENCES

- Jul 2024 – Present

Dynamite Games
Marketing Creative Strategist

- Aug 2023 – Apr 2024

Potato Play
Marketing Artist

- Apr 2022 – Jul 2023

Skylightz Gaming International
Graphic Designer

- Jul 2020 – Jul 2021

DUDE
Graphics Artist & Art Director

EDUCATION

Nanyang Technological University | Arts, Design & Media
Bachelor's Degree in Fine Arts

Singapore Polytechnic
Diploma in Digital Animation

SKILLS

Design & Content
Microsoft Office Suite
Data Analysis
Social & Ads Management
Digital Marketing
Aniimation
Game Design & Motion Capture

Read more in my CV



Specialties

01
Content Production

02
Social Media Strategy

03
Marketing Campaign

04
Interactive Technology



Brand Collaborations

I've partnered with global entertainment and brand giants like Meta, Netflix, and JD Sports, as well as key Singaporean cultural institutions including the National Gallery and National Arts Council.

Content

SOCIAL MEDIA 01

DIGITAL ADS 02

MOBILE GAME ADS 03

PDT LAUNCHES 04

PRINT 05

BRAND & EVENTS 06

PROJ. HIGHLIGHTS 07



Social Media

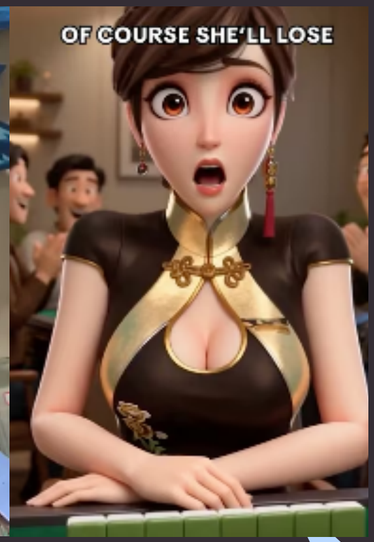
Trend-driven gameplay ads and viral challenge videos optimized for high visual storytelling, engagement, and clicks.



Evolving from early AR/VR interactive experiences during COVID-19 at DUDE Studios to B2C community trend-hunting at Skylightz Gaming, and currently scaling narrative storytelling at Dynamite Games.

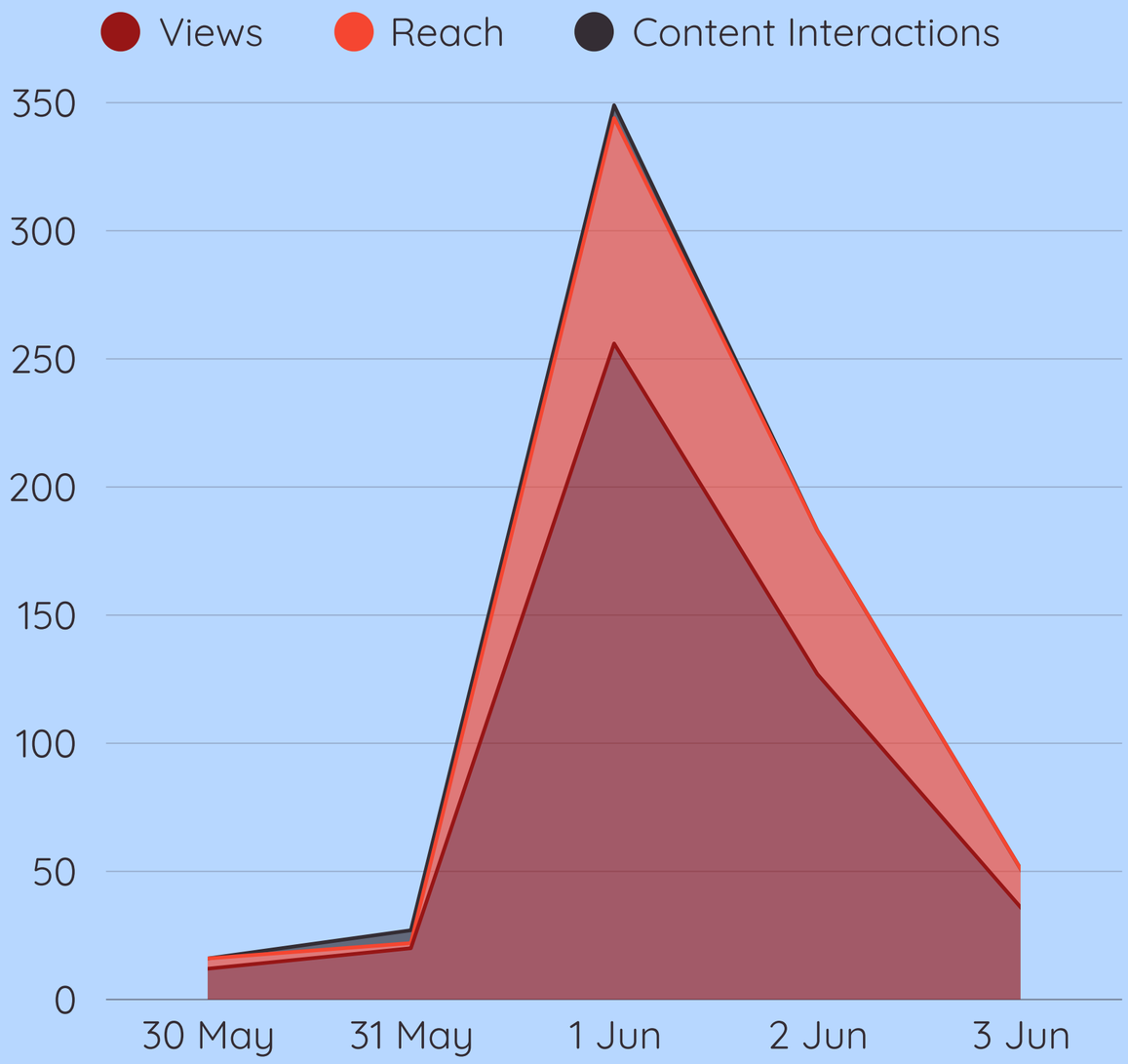


Viral Community Challenge



AI-Generated Story Hooks

Ae Pr Ps



Paid Ads Follower Growth



As the **Creative Strategist at Dynamite Games**, I monitored real-time asset performance to optimize targeted ads on our Social Media channels. This ad targeted the CIS region for our new game releases in Meta Business Suite.

It drove a traffic spike, generating 910K views, 41.5K link clicks, and a SGD 0.02 cost per click.

Digital Ads

During my time at Dynamite Games, I've worked with Senior Marketing Execs on Bingo+ 3rd Anniversary ads; testing has proved that video-driven traffic outperformed static graphics



Ae Pr Ps

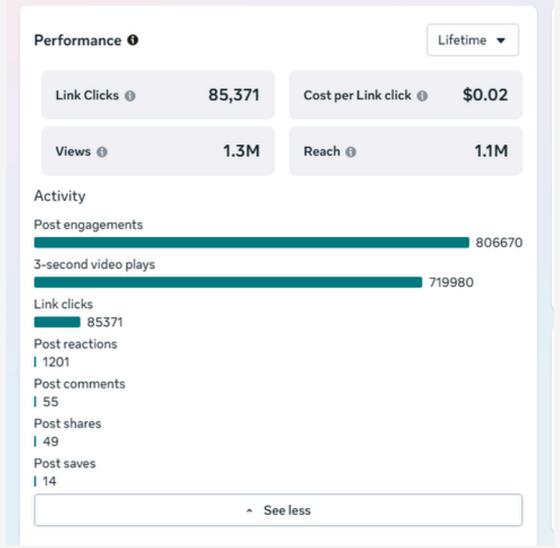
Effective Ads

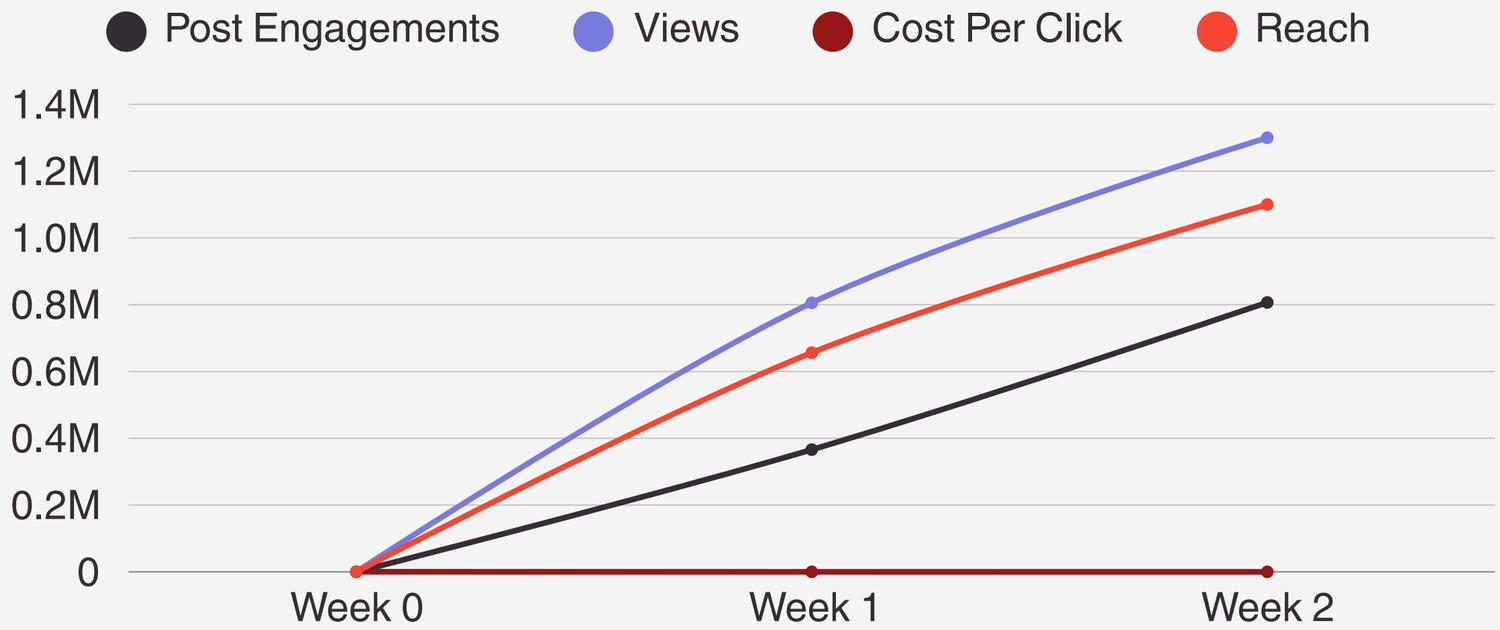
Comparative metrics confirmed video outperformed static graphics, generating 3.2K link clicks at $0.026 CPC versus 2.2K clicks at $0.033 CPC for static

Key Data Points Used:

- Video Ad: 3,215 link clicks @ $0.02 CPC ($84.36 spent)
- Static Ad: 2,214 link clicks @ $0.03 CPC ($74.83 spent)
- Impact: ~45% more clicks and ~22% lower cost per click for video vs static.







B2B & B2C Videos

Evolving my video work from B2C to B2B, I've produced branding and event content, performance-driven gameplay ads, and dynamic product demos for top-tier gaming titles.

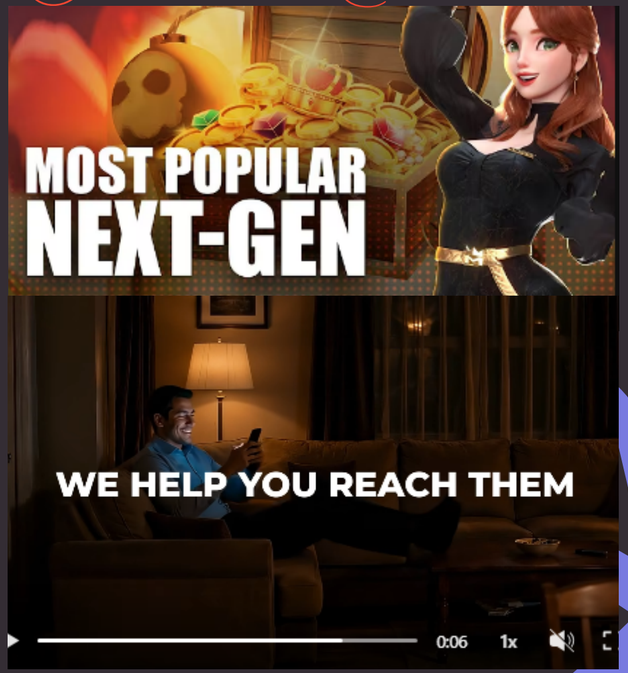
Brand Story



Gameplay Ads



Product Demos



Mobile Game Ads



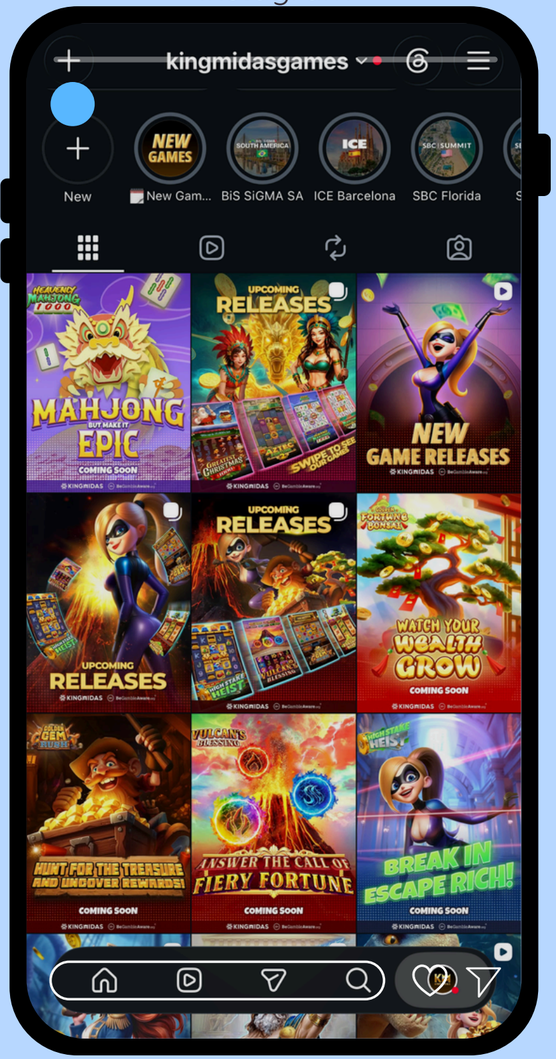


I spearheaded key title rollouts, driving a major CTR surge for the Cluck Avengers game drop through targeted banners and videos. I also produced high-converting video campaigns for Merge Restaurant and legacy titles like Merge Friends, streamlining cross-departmental workflows to scale output.

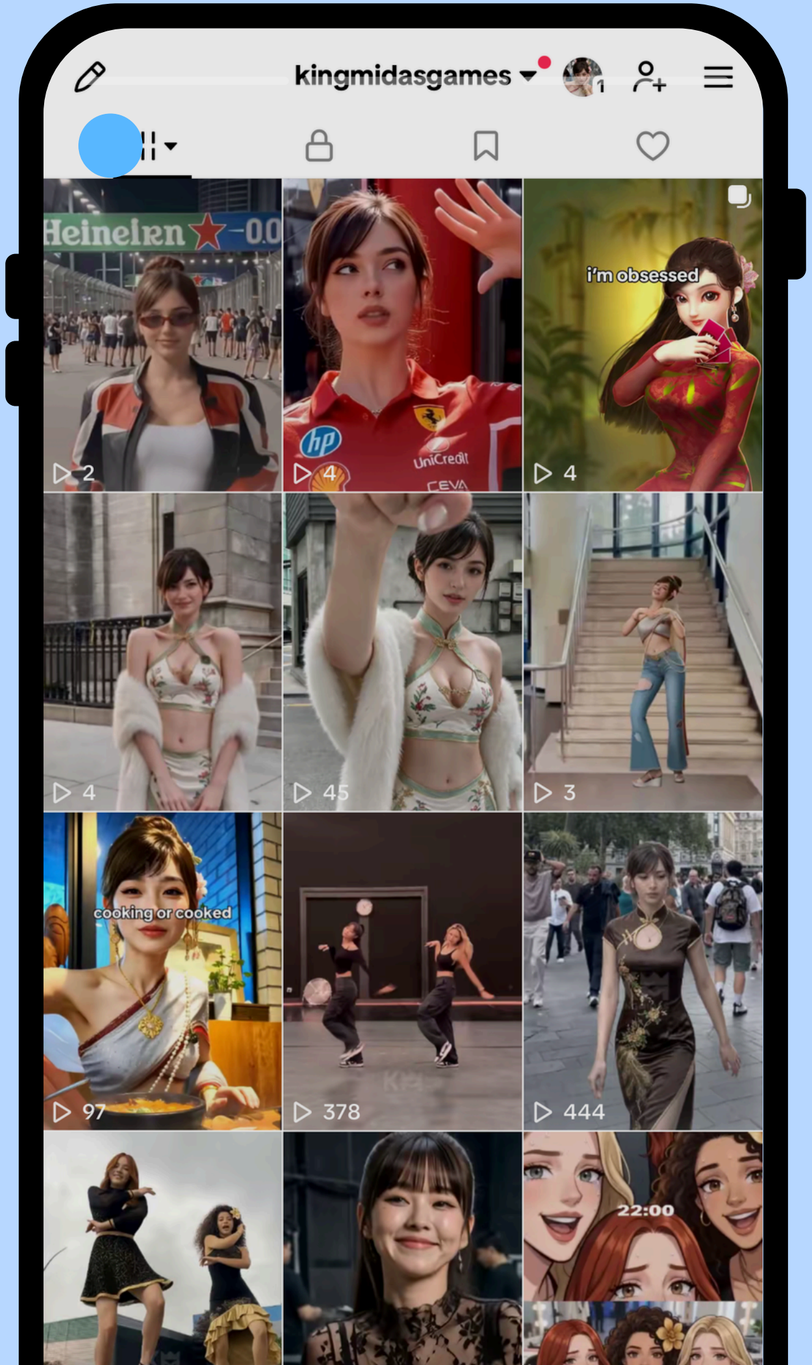
As Marketing Artist in Potato Play, I design high-performing creative assets and lead narrative-driven video production, leveraging weekly trend analysis to optimize ad network conversions.



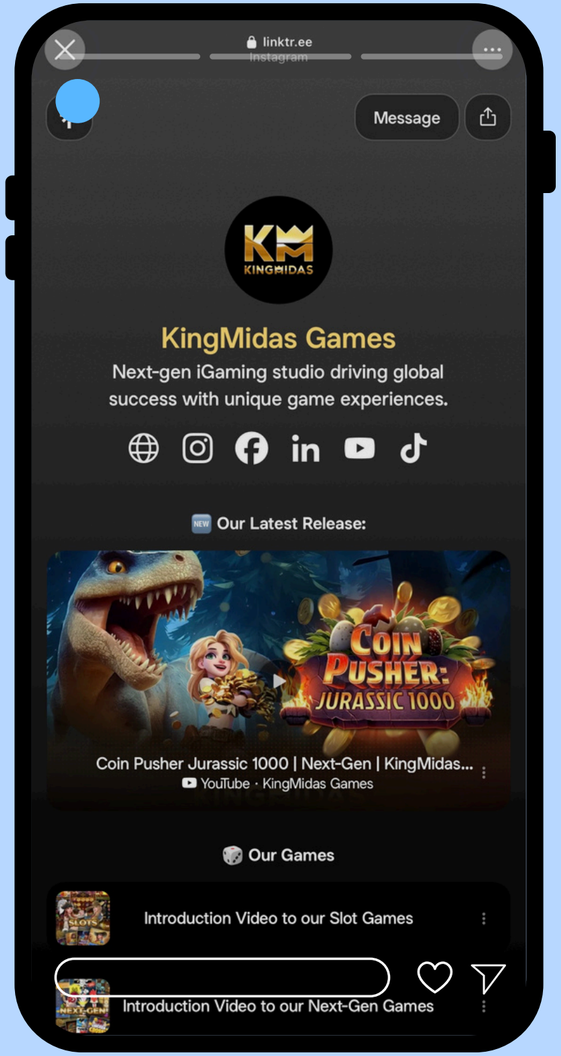
Instagram



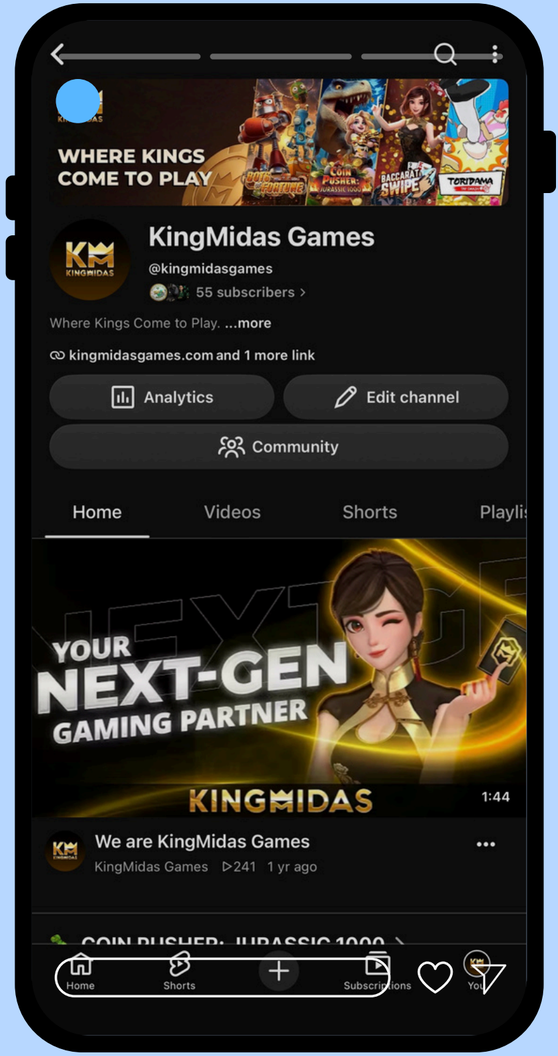
TikTok



LinkTree



YouTube



Account Management

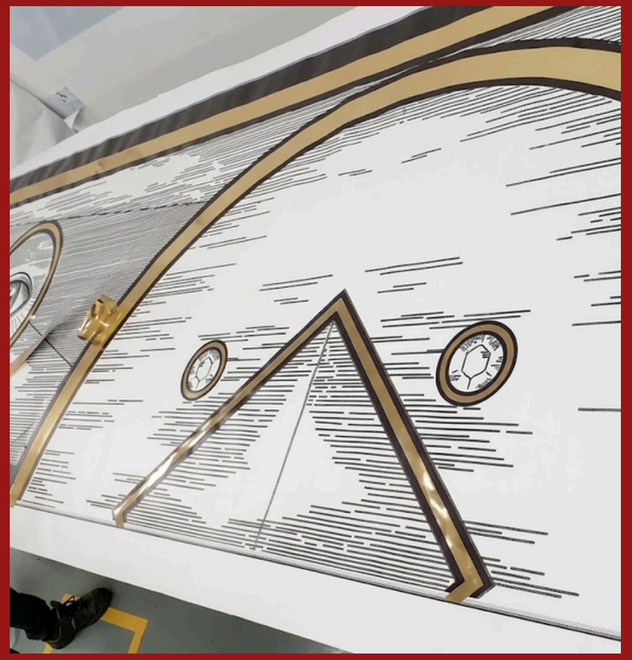
Print

Extensive hands-on experience in print production
—from editorial book covers to large-scale exhibition displays and interactive museum collaterals.

An overview of print collaterals designed to engage physical audiences and deliver tangible visual experiences.



Book Printing
Seasons by Mandy Domke



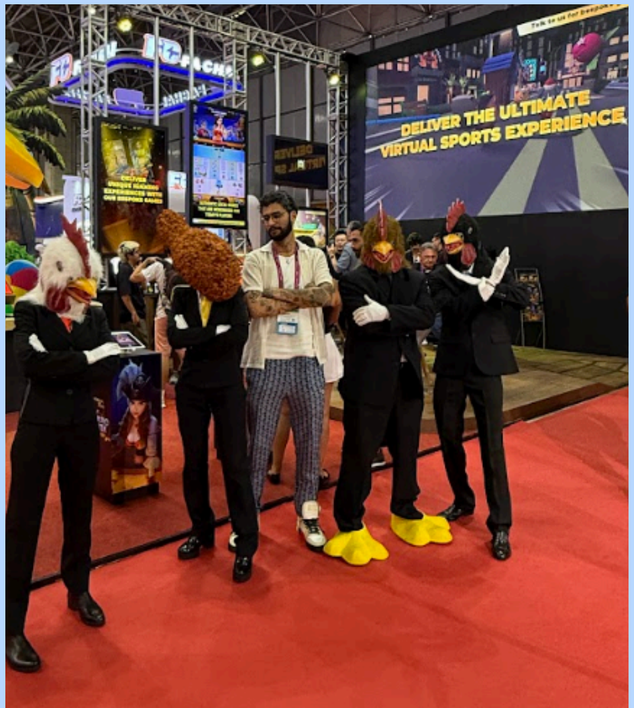
Interior & Exterior of Container Decorative Printing
AltARed State for Singapore Art Week (2020)



Interactive Work-Postcards
Tangware for ACM







Branding & Events

As Creative Strategist, I scale organic growth across social channels using motion design, data-driven audits, and cross-functional storytelling.

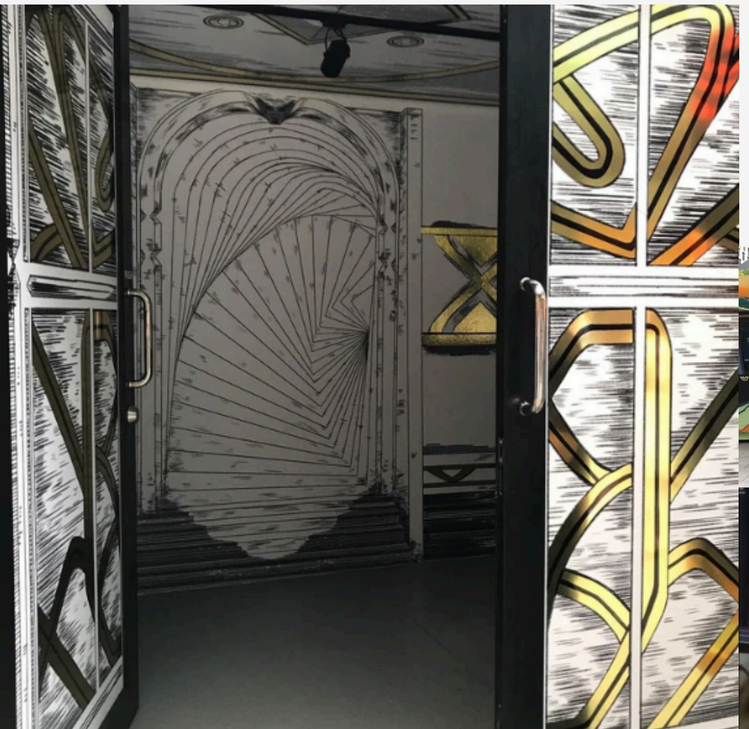
I lead multi-channel creative rollouts for ICE, SBC, and SiGMA—producing booth visuals and social promos. I spearheaded KOL integrations for these events to boost reach. Beyond standard campaigns, I drive experiential buzz, like sourcing live chicken cosplayers for our Japanese IP, Toridama.

Lr Ae Pr Ps

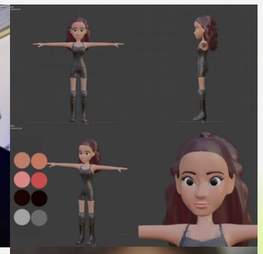
Project Highlights

Selected works that reflect my approach as a creative strategist...

Blending thoughtful design, storytelling, and practical problem-solving.

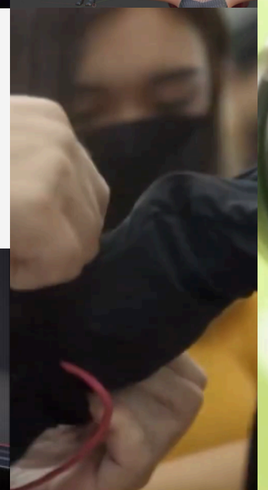














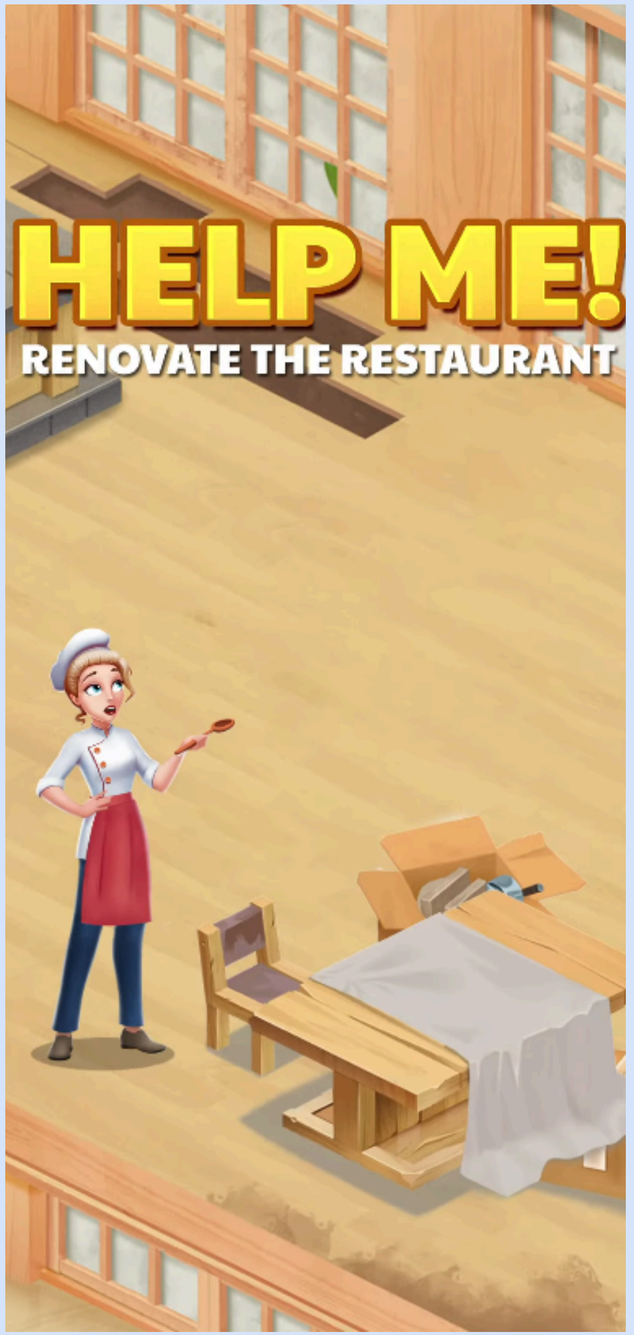

SPACE SWEEPERS
NETFLIX


Barcelona Beer Festival
STAND 1F50


MEMORY SERIES
XXX/XXX


ART ENCOUNTERS




HELP ME!
RENOVATE THE RESTAURANT


KM KINGMIDAS x ICE


1ST EDITION - KAZO PACK
SKYLIGHTZ
KAZO BOOSTER PACK
ALTERNATIVE ART COLLECTION
9 COLLECTIBLE CARDS



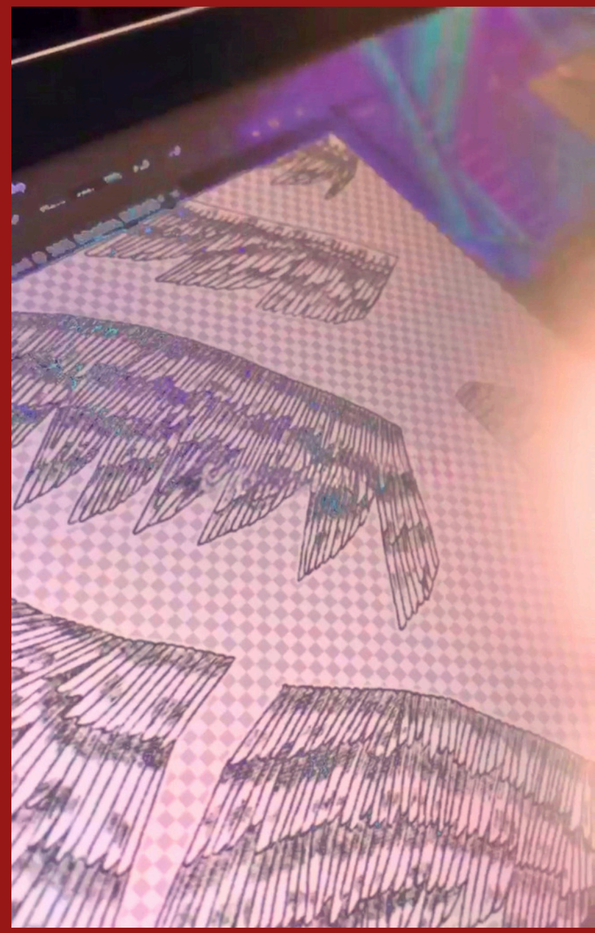
AltARed State

Directed the visual concept and produced the assets for AltARed State for Singapore Art Week 2020. Transforming a 20ft shipping container into a mobile gallery and studio brought the interactive vision to life in public spaces.

Visitors are invited to playfully introspect themselves with the use of motion sensors and facial capture technology during the time of COVID-19







Artistry@Somerset



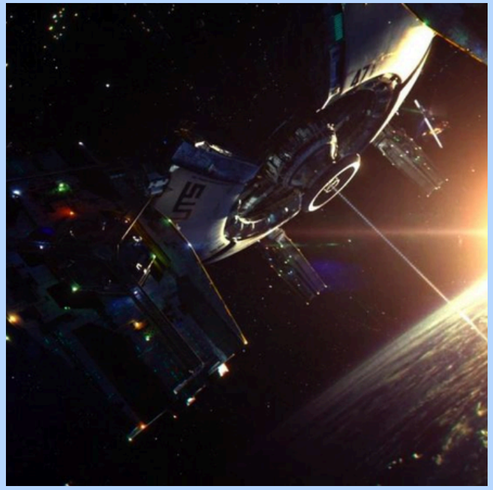




3D > Motion Capture > AR/VR

In collaboration with National Youth Council (NYC), the Ministry of Culture, Community and Youth (MCCY), and Somerset Belt, I brought AR performances by local artists RRILEY, Yung Raja, and Iman Fandi to public spaces with 3D Modelling, AR/VR & Motion Capture Technology. Using immersive tech, the team and I reimagined Somerset as an interactive youth hub during the pandemic.







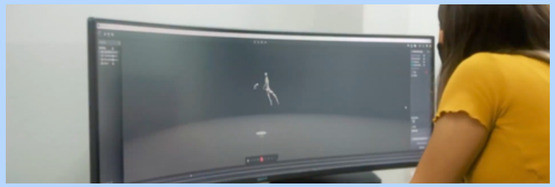


Netflix Space Sweepers

Collabed with Netflix Indonesia to launch an AR experience on Kompas' front page for Space Sweepers—turning print into an interactive sci-fi moment.

Process




RESEARCH & ANALYSE

I start by understanding the client's goals, audience, and project story. Using Google Analytics, App Annie, and social media analysis tools, I uncover data-driven insights to build a strong creative foundation.

BRAINSTORM & DRAFT

I transform data, industry research, and competitive benchmarks into actionable concepts. This stage grounds creative ideas in strategy, building a strong foundation for the task and/or project.

DEVELOP & LAYOUT

I translate beat sketches into motion layouts, digital mockups, and prototypes— testing visual flow and pacing to see how narrative concepts perform in the video.

DISCUSS & REFINE

I collaborate with cross-functional teams to review motion assets and campaign performance data, making thoughtful adjustments. The work is polished until it effectively balances strategic impact with visual appeal.

Contact

Thank you for viewing this portfolio!

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www.zerlinejade.com
password: okshowme

