

# CASIE LANE MILLHOUSE

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## CAREER PROFILE

I'm a highly motivated data-driven Marketer and deal maker who is obsessed with media, tech, communication and learning new things. I established myself as a key person in the Virtual Reality & Augmented Reality communities in ASEAN holding volunteering positions with VRARA as Partnerships & Community Lead, I am a founding member of XR Assembly to unite designers, developers and MNCs and host meetups for the Spark AR community.



Previously, I've launched an office and community for SheWorx helping female entrepreneurs gain access to capital. I'm well immersed in the tech ecosystem and regularly speak, host and attend events to stay up-to-date with what is happening in the region. I like to keep my ear to the ground for potential collaborators, clients and cool people doing great things in emerging markets too.

## KEY SKILLS

- **Communication** - ability to develop, customise and deliver high-quality writing communications. Effective verbal communicator with strong listening skills.
- **Continuous Learning** - a demonstrable commitment to advancing skills and knowledge through continuous learning opportunities via professional masterminds exchanges, online learning programs and on the job channels.
- **Relationship Management** - client-focussed with demonstrable skills in building strong, trusted relationships with clients, supervisors, peers and colleagues using respectful communication and interpersonal skills. Utilise networks across technology, music, sports and marketing to develop relationships and make new connections.
- **Teamwork** - proven ability to work autonomously as well as collaboratively with teams to manage and prioritise work in accordance with strategic objectives. Committed to participating in extracurricular special interest activities to further develop personally and professionally.
- **Work Ethics** - high personal drive and integrity to remain calm and focused, particularly when faced with challenging situations.
- **Technical Skills** - high levels of computer literacy using Microsoft Suite, Adobe Suite and advanced use of Marketing Technologies with the ability to develop and deploy, web apps and augmented reality experiences.

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● **Analytical Skills** - strong problem-solving and analytical skills with an ability to break problems down to identify core issues. Demonstrable ability in conducting full digital marketing audits to a high level of detail.

## EMPLOYMENT HISTORY

**Business Manager - MindPalace VR, Dude**

**Jan 2020 - Present**

- Created MVP of subscription service for service-based business to improve monthly revenue
- Surpassed Q1 revenue goals
- Secured 4 Tier 1 press, Channel News Asia - 3 television features, Straits Times - 1 Sunday edition feature
- Established partnership with NTU - research grant pending
- Created team onboarding systems for on-site & remote team workers

**Digital Platform Manager | shelk**

**Sept 2019 - Present**

- Consult with multiple team members to develop & streamline digital platform.

**Digital Marketing Consultant Feb**

**2009 - Present**

- Developed and implemented marketing and affiliate marketing strategies
- Managed Web design & development and have a solid understanding of Front-End technologies (HTML, CSS, Javascript)
- Created an active presence on Instagram and Facebook for U.S and Asian based companies ranging from nightlife, wellness & fitness to art and e-commerce.
- Trained client staff on how to find, target and communicate with prospective clients/customers.
- Provided full marketing funnel audits for growth-stage startups
- Created long-form content such as Podcasts, Live-Stream Production, Reports

**Marketing Lead | International Handstand Day**

**Apr 2016 - Present**

- Implemented an Ambassador program enlisting influencers in the yoga, gymnastics, wellness to promote our celebration of balancing diversity with the strength to make the world a better place.
- Solidified partnerships over the span of 2 years with Cirque Du Soleil, apparel brands, Olympians, national governing bodies of sport and BBC who helped spread the word about the day resulting in 2 hashtags trending on Twitter for 16 hours.
- Over 2.1 million uploads with our hashtag on social in 24 hours in 2017.

**Director | Two-Lane**

**Jan 2018 - Dec 2019**

- Design, launch and maintain full marketing ad funnels for app launches, events, online coaches and e-commerce.
- Nomination for Innovation Award with Mass Participation Asia.

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- Client increased daily sales 18x with Facebook & Instagram ad funnel.
- Launched first Augmented Reality campaign for Australian F&B and Canadian Automotive verticals on Facebook.
- Tickets Sold Out Sustainability Conference, ROAS 8.3 for full-funnel & retargeting campaigns

## Digital Strategist | Raxel Telematics

Jan 2018 - Oct 2018

- Consult with multiple corporate entities in the automotive sector on digital transformation and marketing strategy
- Advise and assist clients on marketing strategy for APAC & Indian markets.
- Design, launch and maintain full marketing ad funnels for inbound marketing and app launches.
- Developed polished client relationship management skills and became comfortable in building connections and working within a client-focused framework.
- Created a full Facebook Ad funnel, conceptualised and developed Facebook Messenger chatbot bringing in over 50K users in 3 months during the trial.

## Director | SheWorx

Mar 2016 - Mar 2018

- Develop and maintain strong global networks with significant investors and corporate innovation firms.
- Develop, manage budgets for small scale and medium scale events. .
- Launch and maintain offline and online communities globally.
  
- Launched and grew Singapore community to over 300 female entrepreneur
  
- Gained valuable knowledge on different investment structures for startups
- Strong global network of investors and seasoned entrepreneurs.

## Interactive Event Producer | GIF Fest

Sep 2017 - Oct 2017

- Produced festival catered to today's technology-loving generation promises to capture the richness of the GIF (or graphic interchange format), an engaging medium which loops visual data, as an artistic medium and explore its role as a form of digital art, entertainment and creative communication.
  
- Grew & managed social channels from scratch to over 6,000 within a month.
- Sold out 3 workshops within 48 hours using Facebook Ads, Organic Methods
- Earned media on Forbes, MTV, TimeOut

## Digital Marketing | SWI Interactive

Jun 2017 - Sep 2017

- Conduct marketing research pertaining to high-end luxury and maritime markets for Virtual Reality startup
- Draft, write and edit inbound marketing materials, industry reports and social content
- Plan, maintain and grow social channels
  
- Consolidated my understanding of marketing and virtual reality to the luxury market.

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**Founder | LeelaPass**

**Feb 2016 - Jul 2016**

- Built MVP for youth activities marketplace using lean startup methodologies.
- Gained earned media on CNBC in partnership with Zespri event.

## NON-RELEVANT **EMPLOYMENT HISTORY**

**Artiste Booking Agent | Premiere Artist Group**

**Sep 2009 - Mar 2010**

- Asian, European & Australian tour coordination for De La Soul, Chuck D, DJ Lord of Public Enemy, LMFAO, DJ Premier
- Develop, update and review tour budget spreadsheets
- Draft promotion materials
- Liaise with clients, promoters and press
- Completed an assignment to assess the flow of money within touring schedules for each artiste and developed an Excel spreadsheet to clearly articulate this information. This work was well received by the artists' management and saved them many days of work.
  
- Deepened understanding of the music industry, music licensing and synchronization rights.

**Women's Artistic Gymnastics Coach | Worldwide**

**Mar 2000 - Feb 2019**

- Coached elite gymnasts who now represent Singapore in international events.
- Managed entire HR processes from global recruitment, hiring to termination for staff of 10.
- Consultant for International Schools in Southeast Asia the Ministry of Education in Singapore conducting coaches' educational workshops.
- Singapore Gymnastics National Championship Team Coach (2012, 2013, 2014, 2016, 2017)

## **EDUCATION**

2019 Google Squared Certification

2016 TechLadies Coding Academy Batch 1

2005-2006 University of Wisconsin - Milwaukee

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2001 United States Air Force Basic Military Training, Services Technical Training

## CERTIFICATIONS

- Google Squared
- Hubspot Inbound Certified
- Eventbrite Certified
- Facebook Blueprint
- CPR & First Aid
- USA Gymnastics Professional Member
- Singapore Gymnastics Technical Member, NCAP Technical Instructor

## LANGUAGES

- English - native proficiency
- Portuguese - basic understanding reading/writing

## LEADERSHIP

**2020** VRARA - Singapore & ASEAN Community Partnerships Lead

**2016/2017/2018/2019** Echelon Asia Summit Event Emcee

**2019** SeedStars Mentor Cambodia, iD8 Facebook Conference Keynote, XR Assembly  
Founding member, xNode Startup Summit Speaker, Disrupt Asia VR/AR Panelist

**2018** Social Media Innovation Summit , Kuala Lumpur, Keynote Speaker A.I. Meetup Berlin,  
Data-Driven Marketing Keynote Speaker Blockchain Initial Coin Listing Event Emcee,  
Panel Moderator

**2016** Startup Weekend Most Creative Team Award

**2014** Duo Music Release EP on Love International Recordings

**2010** Solo Music Release EP on Council House Recordings

## TECHNICAL SKILLS

**Design Softwares:** Adobe Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Spark AR

**Web-based Applications:** HTML 5, CSS 3, Ruby, Rails, JavaScript, Bootstrap, PHP, WordPress, Infusionsoft, Mailchimp, Leadpages, Google Alerts, Google Analytics, Zapier, App Sumo, Active Campaign, GIPHY Advertising, Tenor, Trello, Twilio

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**Social Media Management Tools:** HootSuite, Buffer, Edgar, Lattergramme and Facebook/Twitter/Google/Pinterest built-in analytics, Paid Social Media Advertising, Sprout Social, Axciom, ManyChat

**Projects:** Personal Websites, NGO Websites, Facebook Messenger Bots, Apple Sticker Apps, Instagram Filters, Alexa Skills

## REFERENCES

References are available upon request.