

RYAN THAM

Content Strategist

Singapore | +65 9824 8332 | ryan@ryeones.com | ryeones.com | linkedin.com/in/ryeones

SUMMARY

Content strategist who loves storytelling and helping brands genuinely connect with their audiences, owning accounts end to end while working closely in lean teams. Architecture gave me a designer's eye and a habit of structure; the national floorball team, discipline under pressure and a team-first mindset. Largely self-taught, and always learning.

EXPERIENCE

Content Strategist & Storyteller | Seek Sophie (travel-experiences platform) Sep 2025 – Jul 2026

- Co-ran @seekophie and @seekphiesg Instagram (~195 posts) in a 2–3 person team, owning strategy, scripting, editing, shoots and partner interviews; solely ran TikTok and YouTube, clearing a 120-video backlog.
- Grew followers across both Instagram accounts by ~14,000 in 11 months, on 13.6M views (main account +15.8% to 67.9k; Singapore account +32.3%).
- Doubled quarterly follower growth (Q1 to Q2) by using performance data to prioritise saves, shares and the highest-converting formats; presented findings weekly, monthly and quarterly.
- Interviewed, wrote and designed 12 posts for “Humans of Seek Sophie”, an interview series spotlighting the people behind the experiences, and the accounts’ top follower driver (avg. 190 follows per post in Q2; best +732).
- Led short-form editing (100+ reels, 1.2M+ views); a hook-first workflow tripled average views on one content pillar, green-screen expert explainers, from ~5k to ~17.5k per video.
- Set up a content-waterfall system repurposing content across social, website and email; built Claude agents for account analysis and scripting, and supported the ManyChat rollout.
- Ran 10 content shoots with partners and a 7-day Vietnam creator trip across 5 partner experiences; covered photos and videos at a 40-partner event and a 300-person community event.

Social Media Manager (Part-time) | Nemesis Floorball Club Dec 2024 – Present

- Run the club's Instagram content solo through the season, designing all graphics and writing captions.
- Shoot photo and video content at trainings and match days when needed.

Brand & Presentation Designer (Freelance) | AIA financial consultant May 2025 – Jul 2025

- Built the consultant's brand identity (tone, colour palette, logo) as part of a 3-person creative team.
- Designed a master slide system and restructured 20+ decks (200+ slides) for sales, recruitment and training.

Social Media Intern | LoafLabs (The Viral Haus) May 2025 – Jun 2025

- Researched trends, developed, scripted and edited short-form videos for 4 clients; assisted with in-person shoots.
- Client videos averaged 100k+ views, with a single video reaching 11.5M.

Content Creator | @ryeones (Instagram, TikTok, YouTube) 2019 – Present

- Built an 18k audience across TikTok and Instagram documenting architecture school, floorball and creative work.
- Ran a custom shoe business (2019–22) with overseas clients; featured in The Straits Times and Pioneer (2021).

National Athlete | Singapore Floorball Association Dec 2019 – Aug 2024

- Men's national team: bronze at the Asia Oceania Floorball Championships 2023; MotM vs New Zealand & Korea.
- Designed match graphics for the national team's socials and helped compile a SEA Games 2022 tactical playbook.

EDUCATION

Bachelor of Arts (Architecture) | National University of Singapore 2021 – 2025

- Varsity floorball: podium at 5 inter-university championships; Eusoff Hall vice-captain, 2x Inter-Hall champions.

Singapore-Cambridge GCE 'A' Levels | Victoria Junior College 2017 – 2018

- Floorball: National School Games 'A' Division champions (2017); 2nd runners-up as captain (2018).

SKILLS

Core: Content Strategy & Marketing, Social Media Analytics, Copywriting, Interviewing, Brand Design, Videography

Tools: CapCut, DaVinci Resolve, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Affinity Design, Canva, Notion, ManyChat, Claude Code, Rhino 3D

Languages: English (native), Mandarin (fluent)