

EDUCATION**National University of Singapore (NUS)****Aug 13 – Jul 17**

- Bachelor of Social Sciences (Sociology) Honours
- CAP: 4.2 (2nd Upper Class Honours)

Shanghai Jiao Tong University, Student Exchange Programme**Jan 16 – May 16**

- Gained insights into Chinese culture through active participation in project meetings and networking sessions with business leaders.

WORK EXPERIENCE**Fine Electronics Singapore Pte Ltd, Part Time Sales Coordinator****Jun 16 – Sep 16**

- Designed and introduced marketing collaterals such as customer interviews and product infographics on our social media account thereby increasing web traffic by 10%.
- Grew the customer base by implementing innovative public relations campaign with the marketing team to promote the latest digital products.
- Exceeded monthly sales target by 15% and was awarded the Best Sales Person of the Month.

Assistant Research Team Lead for Prof Buk Srinivasan, NUS Business School**Aug 16 – Dec 16**

- Led a team of student researchers to conduct market research about purchasing trends of lower income group for the purposes of policy design by the Ministry of Family and Social Development.

Part Time Tutor**May 15 – Dec 15**

- Taught one-on-one English lessons for 5 'O level' students and improved their grades by 30%.
- Designed and executed bespoke tailored curriculum for students according to their learning abilities, which in turn improved their learning experience and interest in the subjects.
- Inspired the students through close mentorship and imparted knowledge beyond academics to help explore their interests.

CO-CURRICULAR ACTIVITIES**Sponsorship Team Member, NUS Giving Society****Jul 16 – Jul 17**

- Collaborated with teammates to implement outreach strategies that increased financial contributions of students, alumni and NUS Senior Management by 20% in 2017.
- Pioneered new initiatives, after conducting a donor needs assessment, thereby increasing student donations by \$15,000. Initiatives included partnerships with GrabPay.

Recruitment Director, Malay Students Society**Jan 15 – Dec 15**

- Stepped out of my comfort zone to join the Malay Students Society so as to learn more about the regional heritage and culture of Singapore and Malaysia.
- Deployed qualitative and quantitative research to identify reasons for low student engagement and used findings to influence team to introduce new programs such as Malay Professional Networking.

Online Engagement Team – NUS Wellness Club**Dec 13 – Dec 14**

- Project managed the production, editing and the sharing of 9 wellness videos over the year that increase student knowledge of personal wellness practices.
- Negotiated win-win partnerships with other student clubs and administrative departments to increase viewership, thereby resulting in 8000 unique views for our final video.

ADDITIONAL INFORMATION

- Proficient in Microsoft Office, Ulead Video Studio, Adobe Premiere Pro,
- Fluent in English, Malay and Mandarin (both spoken and written)
- Enjoys outdoor sports and participates in at least 2 marathons annually