

# NOVITA LAM

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## EDUCATION

### National University of Singapore

Aug 13 – Present

- ▶ Pursuing a Bachelor of Business Administration (Honours) degree, majoring in Finance
- ▶ Expected Date of Graduation: Jul 2017

### Fudan University | Shanghai, China

Sep 15 – Jun 16

- ▶ Attended a one-year exchange program as part of the NUS Overseas College Shanghai entrepreneurship curriculum

### HEC Paris | France

Jun 15 – Jul 15

- ▶ Attended an intensive summer school session in Luxury Management

### Imperial College London | United Kingdom

Jun 14 – Jul 14

- ▶ Read an advanced summer school course in Finance

## WORK EXPERIENCE

### Bank of Singapore | Singapore

Jan 17 – May 17

#### Product Marketing

- ▶ Worked closely with the Product Management team to develop effective product messaging and design for financial products
- ▶ Prepared and updated financial news for relevant stakeholders on a daily basis

### 6e digital | Shanghai, China

Aug 15 – Jul 16

#### Business Analyst

- ▶ Prepared pitch decks and launched digital campaigns for international clients
- ▶ Analysed market trends and recommended solutions for clients
- ▶ Conducted financial opportunity analyses for 6e's new business ventures
- ▶ Created financial projections and models for internal operations management and international clients

### PT. Maju Express Indonesia | Jakarta, Indonesia

May 13 – Jul 13

#### Marketing Intern for MITO Mobile

- ▶ Planned and executed marketing campaigns for new mobile phones
- ▶ Conducted financial and data analyses on the marketing campaigns

### Baker McKenzie Wong and Leow LLC

Nov 11 – Dec 11

#### Legal Intern

- ▶ Assisted in dealing with legal cases, meeting with clients, obtaining and reviewing evidences for court use
- ▶ Assisted in Chamber Hearings at Supreme Court

## ORGANISATIONAL AND COMMITTEE EXPERIENCE

### NUS Students' Business Club

Aug 13 – Aug 14

#### Director of International Relations

- ▶ Led a committee of 10 members to organise orientation activities for 500 international students of NUS Business School
- ▶ Spearheaded new initiatives to address the concerns of international and local students

### Singapore Model United Nations (SMUN)

Jan 15 – Jun 15

#### Outreach and Socials Director

- ▶ Designed posters, visuals, academic booklets and website for the global conference
- ▶ Planned events to facilitate interaction among international delegates

### NUS Business School Freshman Orientation Projects

Jan 14 – Aug 14

#### Head of Publicity for Flag 2014 and Marketing Executive for JamnHop 2014

- ▶ Organised fund raising activities and planned camp activities for 600 freshmen students
- ▶ Liaised with sponsors and designed materials for the two events

## ADDITIONAL INFORMATION

- ▶ Fluent in English language, Bahasa Indonesia and Mandarin, with elementary proficiency in Japanese and French languages
- ▶ Mastery of Microsoft Office and Adobe Photoshop
- ▶ Attended Bank of America Merrill Lynch Banking Connections 2015 and awarded the best team presentation
- ▶ Attended Standard Chartered Young Apprentice Program 2012 and learnt about the financial industry
- ▶ Awarded NUS Business School Colours Award (Gold) for outstanding contribution to the faculty
- ▶ Attended UBS Next Generation Foundation 2016 held in Zurich, Switzerland