

Hsu En Yang Alexia

+65 9236 2766 | hsu.enyang@gmail.com

PROFESSIONAL WORK EXPERIENCES

Lufthansa Cargo AG | Commercial Team Analytics Intern | January 2018 – July 2018

- Worked with regional team to perform daily quantitative and qualitative analysis on flight performance by evaluating cargo uplift KPI and liaising with country managers on market conditions, and administered a daily summary report for Area Management Vice President
- Played a pivotal role in improving digitisation project alongside Sales Processes and eCargo Manager via monitoring weekly automation performance, setting deliverables for automation processes and proposing winning strategies to achieve company targets
- Worked with Revenue Steering Manager to spearhead steering project by consolidating historical flight performance and product revenue data to provide profit-to-revenue projections and conduct predictive analysis for flight and route profitability
- Conducted macro analysis with Commercial Team Manager for weekly and monthly flight revenue and station performance. Produced internal report to update Vice President and team on market trends
- Assisted Capacity Steering Manager in consolidating air freight revenue reports retrieved from global aviation database to propose new flight routes to Africa
- Collaborated with Costing Manager and country managers to seek out costing irregularities, followed by investigating and compiling billing reports
- Managed external vendors to organise a successful networking event for freight forwarders and handling agents, and collaborated with Changi Airport Group to present on Singapore's trading outlook

Artelier Furnishing Pte. Ltd. | Sales & Marketing Intern | May 2017 – August 2017

- Collaborated with sales team to construct design ideas and propose suitable upholstery fabrics for major clients including Sheraton Maldives, Hilton Singapore, etc.
- Worked in conjunction with sales manager to brainstorm effective marketing strategies in order to become Singapore's sole distributor for Bella Dura (US Fabric Supplier) and launched promotional events such as self-designed fabric coasters to increase the product's brand awareness for clients
- Managed both international (Beacon Hill, Fabricut, Robert Allen, etc.) and regional (Yuanzhicheng, Amardeep Pte Ltd, etc.) external suppliers to collate fabric samples to construct moot boards
- Initiated digitisation process to track the location and availability of in-house products to prevent a fabric supply bottleneck

Pathlight School | Educator Intern (For Special Needs) | January 2015 – June 2015

- Oversaw pilot programme for 7 low-functioning students with autism while working seamlessly with teachers to revise class curriculum and prepare materials catered to individual needs
- Facilitated in-class teaching across different cohorts targeting students on different spectrums and co-hosted external activities such as on-site work experiences at places like Starbucks, hotels, etc.
- Worked cohesively with other interns to conduct large-scale school activities and provided regular administrative support for teachers-in-charge

ADDITIONAL WORK EXPERIENCES

Nylon Coffee Roasters Pte. Ltd. | Part-time Barista | May 2017 – Present

- Avenue for pursuing interest in specialty coffee: learning the chemistry and process behind coffee making, and developing insights on value chain sustainability for small coffee farms in developing countries
- Delivered excellent customer service through utilising 7 years of experience in F&B industry and established strong rapport with the team and customers. Able to share extensive coffee knowledge with fellow coffee connoisseurs
- Provided strong support in managing storefront operations and merchandising, including inventory control and cashier duties

Work & Travel (Working Holiday Visa) | Overseas Part-time Experience | April 2016 – July 2016

- Self-initiated Work & Travel experience in Melbourne, Australia. Applied for a working holiday visa, accommodation and job search. Held cashiering position in South Melbourne Market.
- Handled high volume and fast-paced transactions, oversaw inventory management and delivered quality customer service

LEADERSHIP & CO-CURRICULAR ACTIVITIES

Mummy Yummy NGO | February 2019 – May 2019

- Mummy Yummy organises free door-to-door food distribution at least once a month to 159 rental flats in the whole of Singapore, targeting up to 30 beneficiaries on a daily basis.
- Volunteered for food distribution and provided administrative support on ad-hoc basis

Citi-SMU Financial Literacy Programme for Young Adults | Trainer | January 2019 – May 2019

- Signed up as a Student Trainer to teach personal financial management topics ranging from saving, budgeting, investment, insurance planning and retirement planning to young adults/teenagers in ITE, Polytechnics, Secondary Schools, NGOs and Self-Help Groups
- Underwent 6 intensive training workshops to enhance personal financing and investment knowledge, and classroom management training. Passed the assessment (selection criteria includes presentation and written test) to officially enrol in the programme
- Accumulated a wealth of knowledge through exclusive finance and investment workshops

SMU-YMCA Food of Love Community Service Program | Prog. Director | August 2015 – December 2017

- SMU volunteer programme that empowers students to bake, prepare welfare bags and organise interaction programmes for elderly residing in one-room rental flats under various beneficiaries for 1-2 Saturdays per month
- Served as a Subcommittee Member to supervise over 30 volunteers in baking segment and hosted interaction activities for over 50 elderly with a series of engaging games and student performances
- Prepared annual budget allocation proposal for \$24,000 which includes a comprehensive breakdown of costing for each session
- Singlehandedly restructured programme by streamlining costs of welfare bags to maximise elderly's gain, improving volunteer experiences through engaging baking and interaction sessions, and reduced administrative bottlenecks through digitisation

Anglo-Chinese Junior College Water Polo | Team Captain | November 2013 – November 2014

- Participated in National Women's Youth Water Polo team trainings. Assisted in conducting training sessions for school team.

ACADEMIC QUALIFICATIONS

Singapore Management University | Bachelor of Business Management | August 2015 – December 2019

- 1st Major: Finance (School of Business) | 2nd Major: Analytics (School of Information Systems)

Self-Arranged International Exchange Programme in Kazakhstan | August 2018 – December 2018

- First and only Singaporean student to attend L.N. Gumilyov Eurasian National University in Astana, Kazakhstan and obtained grant through paid tuition and accommodation by Host University
- Winner of Finance Essay Competition for 25th Anniversary of Republic of Kazakhstan's National Currency
- Organised networking sessions to introduce Singapore's economy and culture to ENU students

Anglo-Chinese Junior College | GCE 'A' Levels | February 2013 – November 2014

- H2 Economics | H2 Mathematics | H2 Physics | H1 General Paper | H1 Chemistry

Singapore Chinese Girls School | GCE 'O' Levels | January 2009 – November 2012

- Triple Science | Double Mathematics | Double Humanities (Lit. & Elect. Hist.) | Higher Chinese

OTHER RELEVANT SKILLSETS

Languages: Basic Russian (written & spoken), fluent in English & Mandarin (written & spoken)

Technical Skills: Microsoft Office, SPSS, Tableau & SAS Enterprise Guide, R Programming Language