

GOH LE XUAN JANELLE

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EDUCATION

Diploma in Marketing, Temasek Polytechnic

2022 – Current

Completed modules in:

- Integrated Marketing Communications
- Consumer Insights
- Marketing Analytics
- Digital & Social Media Marketing
- Marketing Account Management

2021 – 2021

GCE 'O' Level Certificate, North Vista Secondary School

Obtained 5 credits

2017 – 2020

GCE 'N' Level Certificate, North Vista Secondary School

Obtained 4 credits

SKILLS

Technical/Domain Skills

- Able to create posters, logos, and others on editing applications (Canva, Photoshop)
- Proficient in the use of Microsoft Office (Excel, Word, PowerPoint)
- Proficient in the use of Adobe Software for creating marketing materials and social media graphics (After Effects, Photoshop)

Generic Skills

- Able to overcome obstacles and problem-solving
- Able to communicate effectively in different workplace environments.
- Cooperate and work successfully as a team in both school and work environments to achieve common goals.
- Good organization skills to ensure project deadlines are met.
- Demonstrate flexibility and adaptability, with strong multi-tasking capability.

WORK EXPERIENCE

JD Sports Fashion Singapore

November 2021 – Current

Part Time Retail Assistant

- Always keep shop floor standards neat and orderly for the consumers.

- Working together with my teammates to meet sales and KPI goals.
- Achieved interpersonal and communication skills and engagement with customers.
- Worked well under pressure to meet customer's needs.
- Adapted to a fast-paced retail environment, with flexibility in meeting changing customer requirements

PUMA Singapore

October 2021 – February 2022

Part-Time Retail Assistant

- Engaging with customers and understanding their needs.
- Maintained a clean and organized store environment by effectively stocking and displaying all product sizes and designs on the shop floor.
- Helped with stocktaking by counting products and verifying accurate quantities.
- Collaborated with colleagues to enhance everyday operations and meet sales targets.

Awfully Chocolate Bakery & Café

October 2019 – March 2021

Part-Time Service Crew Member

- Greeted and assisted customers with menu information and recommendations based on preferences.
- Improved communication and interpersonal skills to effectively interact with consumers and solve their problems.
- Managed inventory, restocked supplies, and alerted managers about shortages.
- Developed time management skills, prioritizing tasks during peak hours to provide consistent customer service.

CO-CURRICULAR ACTIVITIES

Basketball

2017– 2020

- Represented the basketball team in the U14 T-Net match
- Collaborated with teammates to create tactics, execute plays, and achieve common goals.
- Developed skills in collaboration and teamwork.
- Improved communication skills through on-court coordination and strategic discussions.
- Developed mental toughness and resilience by overcoming failures and using them to motivate improvement.

REFERENCES

Elaine Koh, Supervisor, JD Sports Singapore

Tel: (65) 9137 0603

Kate Tan, Lecturer, Temasek Polytechnic

Tel: (65) 6780 6155

