

CHANG KER FUI

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EDUCATION

National University of Singapore, Bachelor of Arts & Social Sciences, Major in Psychology & Minor in Management

- Grade level: **Penultimate Student**
- Expected Graduation Date: May 2022
- Availability for Internship: May 2021 – Aug 2021

WORK EXPERIENCE

Johnson & Johnson, Regional Marketing Intern Aug 20 – Present

- Independently lead the commercialization of a Digital Chatbot Project (Dermbot) which achieved ROI of 132% during the first week of launch in Korea.
- Presented consumer data insights (using Tableau) to over 50 Regional Managers from SG, US, Korea and China
- Developed Product concepts as part of 2021 product launches
- Supported Brand Managers in critical areas of campaign launches, such as consumer promotions, on-ground activation and assets adaptation

McKinsey & Company, Management Consulting Intern Apr 20 - Aug 20

- Assisted client in conducting market analysis and developed strategic recommendations for expansion into the new markets, as part of the planning and rolling out of ESG Scale-Up development roadmap

ABI Research, Management Consulting Intern Jan 20 – Feb 20

- Conducted research for competitive landscape assessment and strategy blue print for HERE

Chong Qing Xian Tao Consumer Insight Research and Big Data Co. Ltd, Marketing Intern Dec 19 - Jan 20

- Part of the 30 NUS students who were selected for an overseas internship program in Chongqing, China

ICMG Pte Ltd (Singapore), Marketing Consulting Intern Aug 19 - Nov 19

- Developed and improved User Experience for ICMG's innovation website

Design Prodigy, Marketing Intern May 19 - Aug 19

- Researched digital marketing strategies for B2B enterprises, **presented at Gojek, SAP, Citrix, CenturyLink & Carro**
- Executed SEO and UI/UX strategies for *Specialist Dental Group of Mount Elizabeth Centre & TSD Dental Group*

Pathlight School, Information Technology and Design Academy Intern Dec 17 - June 18

PERSONAL PROJECTS

declothingstore, Founder May 20 – Current

- Generated \$6000 profit in 1 month on an online e-commerce store, <https://shopee.sg/declothingstore>

ActivKids (An app that allows parents to find an book classes easily and without commitment) May 19 - Apr 20

- Finalist at various pitching competition, such as *PitchNight, Open Office Hours and NES Startathon Pitch*

CLUBS & SOCIETIES

180 Degrees Consulting, Project Analyst Aug 20 - Present

- Developed product and retail strategy based on deep understanding of social enterprise's current issues

NUS Entrepreneurship Society (NES), Marketing & Start Up-Development Associate Aug 19 – Present

- Develop marketing strategies for Ground Zero 2020 & NES Playbook

KEY SKILLS

Marketing Skills

SEO • HubSpot • Google Analytics • SEMrush • Facebook Ads • Facebook Ads • MailChimp

Design Skills

Adobe Suite (Photoshop, Premiere Pro , After Effects, Illustrator)

Analytics/Technical Skills

Tableau • HTML • CSS • Microsoft Excel

AWARDS

- Hack&Roll 2020 - **Top 8 out of 120 teams**
- NES Startathon Final Pitch (ActivKids) - **Finalist**
- NTU Environmental Challenge - **\$5000 Grant Recipient**
- PitchNight (ActivKids) - **Finalist**

LEADERSHIP EXPERIENCES

Public Relations Strategist , NUS Student Union Executive Committee (EXCO)	Dec 18 - Present
Varsity Team Member , NUS Sprint Canoe and St. Andrew's Junior College	Aug 16 - Aug 19
Publicity Vice-Director for NUS Biathlon 2019, NUS Sports Club	Sep 18 - Mar 19
Programmes Executive Member , <i>Waves of Hope 2019</i> , Rotaract Club,	Aug 18 - Feb 19
Vice-Captain , Badminton (CHIJ Secondary Toa Payoh)	Feb 12 - Feb 15

CERTIFICATIONS

- Accenture Virtual Experience Programme, Data Science Academy Singapore (DSC1010)
- Relevant Modules: DMB1201BSP (NUS Entrepreneurship Startathon), MKT1705X (Principles of Marketing)