**CHANG KER FUI**

• [kerffchang@gmail.com](mailto:kerffchang@gmail.com) • <https://www.linkedin.com/in/chang-ker-fui/> • **Website**: <https://www.behance.net/kerffchang>

**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*](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 AnalystAug 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***

• *NTU Environmental Challenge -* ***$5000******Grant Recipient***

• NES Startathon Final Pitch (ActivKids) - ***Finalist***

• 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***, *Waves of Hope 2019,* 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)