



## ANG PENG DA

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## SKILLS

Ideation  
Enterprise Design Thinking  
Creative Strategy  
Copywriting  
Cultural Research  
Photography  
Cloud Computing  
AI Practitioner  
Data Science Practitioner

## SOFTWARE

Photoshop  
Illustrator  
InDesign  
Lightroom

## WHY, HELLO THERE!

I'm Ang Peng Da, a freelance copywriter and strategist in Singapore. I'm currently looking for opportunities to transform these skills to create solutions that truly benefit users. Besides work, you'll catch me in the world of tech and innovation, slurping soba, and gaming.

## EXPERIENCES

2020 **Copywriter/Strategist**  
Current **Freelance**

Worked closely with creative and strategy teams to tackle briefs in the tourism and government sectors.

- Headed a cultural research on cities in China for tourism insights.
- Held my first focus group, leading to a critical campaign insight.

2018 **Junior Creative**  
2019 **72andSunny Singapore**

A round peg that fits many holes, I took on the roles of a copywriter and art-director simultaneously. From storyboarding to writing the small text blurb, I had my many firsts here.

- Ran a regional campaign with just myself and my creative director.
- Ideated and developed a gamified chatbot for diners in Indonesia.
- Presented to CMOs and business owners despite my junior position.

2014 **Camera and Lighting Assistant**  
2018 **Freelance**

Managed camera and lighting equipment on set. Took behind the scenes images as well.

## EDUCATION

2020 **i.am-vitalize Programme**  
2021 **IBM, SGUnited Mid-Career Pathways Training**

Enterprise Design Thinking, Cloud Computing,  
Data Science, and Artificial Intelligence

2016 **BA(Hons, First Class) Communication Design**  
2018 **Glasgow School of Art, Singapore**

2010 **Diploma in Visual Communications**  
2014 **Temasek Polytechnic**