

Lian Jia Rong Jerome

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Location: Singapore

Professional Summary

I'm a versatile and driven marketing student with hands-on experience in sales, logistics, and brand strategy—currently completing a double major in International Business and Marketing. I've led sales campaigns, supported product launches, and managed supplier relations across sectors like retail and beauty. My foundation in data-driven marketing tools (Google Ads, Analytics) and end-to-end operations is complemented by my adaptability, professionalism, and eye for detail—qualities shaped through national service and frontline customer roles. I bring both analytical rigor and creative flair, with a passion for aesthetics, strategy, and storytelling.

Work Experience

Paragon Traders PTE LTD

Management Trainee / Junior Management

(Nov 2022 to Feb 2025)

- Helped to develop and perform research for marketing campaigns and assisted with new product launch strategies.
- Supported budgeting and strategic planning to drive growth.
- Coordinated logistics and occasionally oversaw manufacturing processes.
- Represented the company at trade expos and supplier meetings to expand sourcing capabilities.

Republic of Singapore Airforce (RSAF)

S1 / Human Resources Branch – Changi Airbase West (ACC) (Oct 2020 to Oct 2022)

- Supported HR operations including personnel documentation and logistics.
- Demonstrated strong organizational and communication skills in a high-accountability environment.

Artisan Boulangerie Co & The Green Capsule

Front of House / Sales (Part-Time)

(On and off between 2016 to 2023)

- Delivered excellent customer service in fast-paced environments.
- Managed day-to-day retail operations, cash handling, and customer engagement.

Education

- Murdoch University Singapore (In Progress) – Double Major in International Business & Marketing

(Sep 2022 to August 2025)

- Kaplan Singapore – Diploma in Logistics and Supply Chain Management **(2019 to 2020)**
- Republic Polytechnic – Studied in Infocomm Security Management **(2016 to 2019)**
- St. Andrews Secondary School – O-Level & N-Level Certifications

Skills & Tools

- Marketing & Strategy: Campaign planning, brand positioning, consumer behavior
- Digital Marketing: Google Ads, Google Analytics, data-driven content optimization
- Logistics & Operations: Supply chain management, e-commerce support
- Technical Skills: Excel (Data analysis & modeling), JavaScript, Python, HTML, SQL
- Soft Skills: Adaptability, professionalism, attention to detail, customer engagement

Certifications

- Google Ads Certification
- Google Analytics Individual Qualification