


TOH HAN SHIN, JERRY

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PROFESSIONAL EXPERIENCE

Senior Executive, Leasing & Marketing | Cathay Organisation Holdings Ltd

Aug 2022 - Present

- Lead end-to-end management of Cathay Malls App enhancement, working across cross-functional teams, spearheaded 7 areas improving user interface and experience with over 10,000 members and 80% of mall tenants on-boarded.
- Implementation of rewards points system with frontend overhaul in functionalities such as categorisation, carousel banner, hamburger menu and EDM based on market research to aid in driving marketing efforts and mall campaigns.
- Introduction of Optical Character Recognition for receipts scanning, improving backend processing time by 30%.
- Comprehensive property leasing management, including tax, credit control, lease acquisition, negotiations, optimizing co-working space operations, enhancing occupancy rates by 20%, and contributing to marketing initiatives and tenant relations.

Senior Executive, Commercial Leasing | Singapore Land Authority

Sep 2021 - Aug 2022

- Successfully implemented leasing strategies for commercial properties over 10 locations island-wide, managing relationships with over 30 tenants/master tenants/managing agents. Developed deep insights into customer space requirements, negotiated lease renewals, formulated leasing policies, and effectively coordinated property maintenance and repair works.

Associate, Policy & Promotion, Quality & Excellence Group | Enterprise Singapore

Oct 2020 - Sep 2021

- Championed the adoption of high-value standards, building industry partnerships, and enhancing workforce competencies through outreach. Organized a highly successful webinar on Business Continuity Planning for the security industry, drawing an attendance of over 100 security agencies, showcasing strategic adoption of standards and its advantageous outcomes.

PROJECTS

Restoran Mamak Toh | [Deployed App](#) | [Repo](#) | [Presentation](#)

(Solo)

- A full stack restaurant food ordering app featuring the best mamak foods with admin ability to add new product and update delivery status. Developed with Typescript, Next.js, Tailwind CSS and user authentication with Auth.js.
- PostgreSQL, Prisma for CRUD action, Zustand for cart state management and Stripe payment gateway.

Booked! | [Deployed App](#) | [Frontend Repo](#) | [Backend Repo](#)

(Team of 3)

- A full stack reservation app to book your restaurants, easily search up popular restaurants via name, location or cuisine and make a reservation, view all reservations, edit and delete them.
- Developed authentication with Auth0, search, filter and CRUD functionalities for reservations with React modal responses.

The Spork | [Deployed App](#) | [Repo](#)

(Team of 3)

- The ultimate tool to search and organise your recipes, a React frontend app that allows users to easily search up recipes, save recipes to their favourite, and find the closest supermarket to them.
- Implemented favourite list with add and remove functionalities, authentication with Firebase and Google Auth, supermarket search with Google Maps API, recipe and image recognition search with Spoonacular API and framer motion.

The Ice Box | [Deployed App](#) | [Repo](#)

(Team of 3)

- An app that not only offers an extensive library of recipes but also generates personalised dishes based on your fridge's contents. Built on React with over 50 hard-coded recipes and 40 ingredients list with search and pagination functionalities.

EDUCATION & CERTIFICATIONS

Software Engineering | Rocket Academy

Nov 2022 - Nov 2023

Degree of Bachelor of Engineering (Materials Engineering), Honours (Merit) with a Specialisation in

Innovation and Intellectual Property | Nanyang Technological University

2015 -2018

Second Class (Lower) Honors

Diploma in Chemical & Biomolecular Engineering | Ngee Ann Polytechnic

2010 - 2013

Graduating GPA: 3.55/4.00

SKILLS & INTERESTS

Technical: HTML, CSS, Javascript, Typescript, React, Next.js, Bootstrap, Material UI, Tailwind CSS, Firebase, Express, Node, SQL, PostgreSQL, Sequelize, Prisma, Git, Github, Auth.js, Auth0.

Languages: English, Mandarin, Hokkien

Interests: Sports, Yoga, Meditation, Photography, Traveling