

SOH WEI YU

[linkedin.com/in/sohweiyu/](https://www.linkedin.com/in/sohweiyu/) | +65 97713879 | marcussohweiyu@gmail.com

PROFESSIONAL EXPERIENCE

ProcoLink, Singapore

(May 2024 – Present)

Founding Member / AI Software Engineer

- Developed and launched the industry's first [AI-driven call center solution](#), revolutionizing customer support efficiency and experience by handling 70% of tasks and maintaining a 95% satisfaction
- Tailored AI solutions to meet the unique needs of companies serving over 3K+ customers
- Designed and developed AI-driven systems and APIs, customized 10 AI models, created 20 high-fidelity mockups, conducted onsite client visits in Kuala Lumpur Malaysia, and collaborated with a diverse team to ensure seamless solution delivery.

Ernst & Young, Singapore

(May 2023 – Sep 2023)

AI Software Engineer

- Developed an AI application with four models to achieve 90% accuracy in client profiling for accountancy reporting and filing. This solution was successfully adopted by the tax department, resulting in an 80% reduction in manual processing time and a 30% boost in operational efficiency.
- Incorporated ChatGPT and Azure OpenAI into internal tools, increasing efficiency by 20% and improving overall operational performance.
- Developed multiple automation flows, reducing the need for manual intervention by 70% and cutting processing time by 50%, significantly enhancing operational efficiency.
- Developed and refined comprehensive front-end and back-end solutions using C#, improving functionality and user experience of internal tools by 40%, leading to a 25% increase in user satisfaction and productivity.
- Received 2 recommendation letters from associate directors, highlighting exceptional performance and impactful contributions.

National Youth Council, Singapore

(Mar 2023 – May 2023)

Automation Developer

- Designed and implemented an automation solution to enhance the event planning team's processes by 80%, streamlining operations and increasing productivity.
- Conducted comprehensive testing to validate functionalities, achieving a 90% success rate in deployment readiness, ensuring robust and reliable solutions.
- Collaborated closely with clients on-site to gather and understand their needs, adapting solutions to meet their specific requirements. This approach resulted in a 60% increase in client satisfaction and a 40% reduction in project turnaround time.
- Received a recommendation letter from my supervisor, recognizing exceptional performance and impactful contributions to the project.

EDUCATION

Nanyang Polytechnic

Diploma in Business and Financial Technology

(Apr 2021 – Apr 2024)

PROJECTS

EcoThreads - AI Full Stack Mobile Marketplace Application

- Application for eco-friendly clothing marketplace featuring a Stripe API-integrated E-Wallet and AI-powered admin insights. Project achieved a Top 5% ranking.

Axiom - Marketing Automation Solution

- Design and developed an automation solution that automates sending targeted marketing emails based on real-time website data
- Implemented AI-driven personalization for promotional emails, dynamically adjusting content based on customer preferences and past purchases.
- Aim to customer engagement and conversion rates, enhancing overall marketing efficiency and effectiveness.

GetGud - Online Coaching Marketplace

- Global game coaching service connecting learners with coaches, facilitating skill development through online bookings

PORTFOLIO

[Sohweiyu.com](https://sohweiyu.com)