**Rachel Lim** Mobile: 91234567 Email: [rachel.lim@nus.edu.sg](mailto:rachel.lim@nus.edu.sg)

**EDUCATION**

**National University of Singapore (NUS)**         **Aug 13 – Jul 17**

* Bachelor of Social Sciences (Sociology) Honours
* CAP: 4.2 ( 2nd Upper Class Honours)

**Shanghai Jiao Tong University**, Student Exchange Programme **Jan 16 – May 16**

* Gained insights into Chinese culture through active participation in project meetings and networking sessions with business leaders.

**WORK EXPERIENCE**

**Fine Electronics Singapore Pte Ltd, Part Time Sales Coordinator        Jun 16 – Sep 16**

* Designed and introduced marketing collaterals such as customer interviews and product infographics on our social media account thereby increasing web traffic by 10%.
* Grew the customer base by implementing innovative public relations campaign with the marketing team to promote the latest digital products.
* Exceeded monthly sales target by 15% and was awarded the Best Sales Person of the Month.

**Assistant Research Team Lead for Prof Buk Srinivasan, NUS Business School Aug 16 – Dec 16**

* Led a team of student researchers to conduct market research about purchasing trends of lower income group for the purposes of policy design by the Ministry of Family and Social Development.

**Part Time Tutor** **May 15 – Dec 15**

* Taught one-on-one English lessons for 5 ‘O level’ students and improved their grades by 30%.
* Designed and executed bespoke tailored curriculum for students according to their learning abilities, which in turn improved their learning experience and interest in the subjects.
* Inspired the students through close mentorship and imparted knowledge beyond academics to help explore their interests.

**CO-CURRICULAR ACTIVITIES**

**Sponsorship Team Member, NUS Giving Society         Jul 16 – Jul 17**

* Collaborated with teammates to implement outreach strategies that increased financial contributions of students, alumni and NUS Senior Management by 20% in 2017.
* Pioneered new initiatives, after conducting a donor needs assessment, thereby increasing student donations by $!5,000. Initiatives included partnerships with GrabPay.

**Recruitment Director, Malay Students Society         Jan 15 – Dec 15**

* Stepped out of my comfort zone to join the Malay Students Society so as to learn more about the regional heritage and culture of Singapore and Malaysia.
* Deployed qualitative and quantitative research to identify reasons for low student engagement and used findings to influence team to introduce new programs such as Malay Professional Networking.

**Online Engagement Team – NUS Wellness Club** **Dec 13 – Dec 14**

* Project managed the production, editing and the sharing of of 9 wellness videos over the year that increase student knowledge of personal wellness practices.
* Negotiated win-win partnerships with other student clubs and administrative departments to increase viewership, thereby resulting in 8000 unique views for our final video.

**ADDITIONAL INFORMATION**

* Proficient in Microsoft Office, Ulead Video Studio, Adobe Premiere Pro,
* Fluent in English, Malay and Mandarin (both spoken and written)
* Enjoys outdoor sports and participates in at least 2 marathons annually