

# ANGEL TAN

MARKETING, COMMUNICATIONS,  
BRANDING AND DESIGN

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## EDUCATION

### Singapore University of Social Sciences

Bachelor of Science in Marketing  
with Honors, Minor in Digital Media  
(2nd Class Honours)

2017 - 2021

### Singapore Polytechnic

Diploma in Business Innovation  
& Design

2014 - 2017

## SKILLS

Social Media & Product Marketing  
Copywriting & Campaign Planning  
Art Direction, Branding & UX Design  
Market Research  
Customer Relationship Management  
Adobe Illustrator, Premiere Pro, Canva  
Product Photography, ACDSee  
Microsoft Office  
Coding (HTML, CSS)

## RELEVANT EXPERIENCE

### Artisan Keycap Maker

Mar 2021 - Present

klaykaps

- Designed and self-sourced packaging materials for the keycap.
- Created a website prototype using webflow for a web developer to reference off.
- Conceptualized and developed a strong brand profile — grew IG page to 3.6k followers over the span of 2 years.
- Planned and executed marketing campaigns to promote the brand and engage with customers.
- Collaborated with keyset designers and other makers to increase brand visibility.
- Provided excellent customer service and addressed customer concerns and inquiries.

### Marketing Communications Intern

Dec 2019 - May 2020

Singapore Telecommunications Limited

- Daily/Weekly copywriting for Singtel Dash's Electronic Direct Mails, In-App Push Notifications, Internal Articles, In-app Merchant Deals, Website Merchant Deals, Facebook Merchant Deals, and SMS.
- Spearheaded Social Media content campaigns to boost brand engagement and awareness (e.g. Valentines Day, March School Holidays, Transit (\$0.50) Cashback, Mothers Day, Covid-19 Pandemic).
- Cross-departmental and client management duties in executing third-party promotions (e.g. Shopee, Ezbuy, Qoo10, and famous Bubble tea chains)
- Increase brand engagement by using FB polls, IG Stories, IG and FB posts, and FB status update.
- Kickstarted and managed an educational series, promoting the use of Singtel Dash mobile application.
- Captured an increase of social media following count by 50% (700+ to 1400+).

### Marketing Intern

Oct 2016 - Feb 2017

Meiji Seika (Singapore) Pte Ltd

- Offered a full-time position on completion of internship.
- Captured an increase of social media following count by 34%.
- Planned, executed and managed Meiji's Hazelnut Yan Yan activation campaign at Temasek Polytechnic.
- Developed and presented new packaging ideas and relationship strategies to the board of directors.
- Conducted consumer market research on Meiji's products and merchandising services.

## VOLUNTEER EXPERIENCE

### Academic Mentor & Befriender

Oct 2017 - Sep 2021

Care Corner (Aljunied) & LIFE Programme Whampoa @ Beyond Social Services

I help underprivileged primary school children with academic assistance in a positive, organized, and engaging learning environment that is age-appropriate.