

ANGEL TAN

Marketing Executive

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Summary

My Diploma in Business Innovation and Design has been instrumental in cultivating a broader perspective, encouraging me to think innovatively and consider the interconnected aspects of the ecosystem. Combined with my Degree in Marketing and Minor in Digital Media, I developed a passion for creativity, user-focused solutions, and marketing strategies.

During the COVID-19 lockdown in my final year of undergrad, I found myself with extra time and seized the opportunity to pursue my passion for creating artisanal keycaps. This endeavor continues to be a rewarding pursuit to this day. Now, I am actively seeking a job as I firmly believe in the power of continuous learning. My goal is to continuously acquire new skills, stay relevant in the industry, and contribute my valuable entrepreneurial expertise to another business.

Skills

Marketing: Brand and Campaign Strategy · CRM · Communications · Market Research · Digital Marketing · Product Marketing

Design: Art Direction · Digital Illustration · Product Photography · Web and Graphic Design

Technology: ACDSee Photo Studio · Adobe Illustrator · Adobe Premiere Pro · Canva · CSS · HTML · Microsoft Office · Procreate

Relevant Experience

Artisanal Keycap Business - Klaykaps

Singapore

Founder and Designer of Artisanal Keycaps for Mechanical Keyboard Enthusiasts

03/2021 - Present

- Independently designed and sourced packaging materials for optimal unboxing customer experience.
- Designed a Webflow website prototype for a web developer's reference.
- Achieved a revenue of \$100k SGD since the business inception in 2021.
- Spearheaded multiple initiatives (group buys, limited edition collections, mini-games, giveaways), consistently achieving high engagement levels of 200-1,000 likes per post, fostering a loyal customer base, and increased brand visibility.
- Designed, photographed and launched 45 unique product collections, featuring four main sculpts to date.
- Served over 580 customers (local and international), with 10-15% being repeat buyers.
- Cultivated a compelling brand profile, garnering 3.6k Instagram followers in 2 years.
- Collaborated with 11 keyset designers and other local makers to promote the brand.
- Provided excellent customer service by promptly addressing customers inquiries and concerns.
- Participated in fundraising events by sponsoring keycaps for SOSD Singapore and Mechs4Ukraine.

Singapore Telecommunications Pte Ltd - Singtel Dash

Singapore

Marketing Communications Internship

12/2019 - 05/2020

- Achieved a remarkable 50% increase in social media following count, growing from 700+ to 1400+.
- Crafted engaging content for multiple channels, including emails, in-app push notifications, internal articles, in-app merchant deals, and SMS.
- Managed cross-departmental and client relationships, executing promotions with prominent e-commerce platforms and popular merchants.
- Strategized and led key social media campaigns for Valentine's Day, March School Holidays, Transit Cashback, Mother's Day, and COVID-19 Pandemic, driving brand engagement and awareness.
- Leveraged Facebook polls, IG Stories, IG and FB posts, and FB status updates to increase brand engagement.
- Initiated and managed an educational series, achieving company KPI and promoting the use of Singtel Dash mobile application.

Meiji Seika Pte Ltd

Singapore

Marketing Internship

10/2016 - 02/2017

- Offered a full-time position upon completion of the internship, reflecting exceptional performance.
- Successfully achieved a significant 34% growth in social media following count.
- Planned and executed an activation campaign (HazelNut Yan Yan) at Temasek Polytechnic.
- Achieved a 34% growth in Instagram following during my internship.
- Conducted in-depth consumer market research on Meiji's products and merchandising services.
- Presented new packaging concepts and relationship strategies to the board of directors.

Education

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| Singapore University Of Social Sciences | Singapore |
| Bachelor of Science in Marketing with 2nd Class Honors, Minor in Digital Media | 2017 - 2021 |
| Singapore Polytechnic | Singapore |
| Diploma in Business Innovation & Design | 2014 - 2017 |

Interests & Hobbies

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| Videogaming | Photography and Videography | Travelling |
| Resin Crafts | 9-Ball Pool | Exercising |