

# Ng Yan Ming

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## Education

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**Nanyang Technological University, Singapore**

**Aug 2021 – Aug 2024**

Bachelor of Business, Honours (Merit) With A Specialisation In Marketing

- Strategic Management (A)
- Modern Technologies In Marketing (A-)
- Consumer Neuroscience (A-)
- Digital Marketing (B+)
- Consumer Insights (B+)
- Media Law, Ethics & Policy (B+)
- Artificial Intelligence & New Technology Law (B+)
- Introduction To Psychology (S)

## Professional Experience

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**DFS Venture Singapore Pte Ltd.**

**May 2023 – Aug 2023**

Human Resources Systems Intern

- Spearheaded functional and integration testing with a partner for a sales associate commission system, identifying and resolving 20+ bugs, which improved overall system functionality.
- Partnered with external vendors to troubleshoot and resolve system bugs, ensuring system integrity and seamless deployment.
- Contributed to user acceptance testing (UAT) for system deployment and ensuring on-time project delivery.

**Evonik (SEA) Pte Ltd.**

**May 2022 – Aug 2022**

Human Resources Intern (Compensation & Benefits)

- Developed an automated model for employee service date calculations, reducing manual errors and saving productivity hours.
- Streamlined data management for employee insurance coverage, ensuring 100% accuracy in cost allocation across all the cost centres.
- Analysed employee survey data and utilization rates, delivering actionable insights that led to an increase in flexi-benefit program engagement.
- Conducted in-depth market research, providing recommendations that optimized rates for Evonik's foreign employment scheme, resulting in a 12% cost reduction.

## Skills

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**Technical:** Microsoft Excel, Figma, Canva, HTML5, CSS3, Trello, Visual Studio Code, , Google Trends, Google Analytics

**Transferable:** Cross-Functional Collaboration, Multi-Disciplinary Critical Thinking, Project Management

**Languages:** Proficient in English and Chinese

## **Extra-Curricular Activities**

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**Earthlink, Nanyang Technological University**

**Aug 2022 – May 2023**

Events Executive

- Spearheaded interactive gardening workshops that engaged 50+ students, increasing awareness of food security and sustainability initiatives on campus.
- Negotiated with external vendors to secure a 47% cost reduction for urban farm tours, saving \$350 and enabling broader student participation.

## **Certifications**

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**University of Michigan**

Basics of Web Development & Coding Specialization

- Introduction to HTML5
- Introduction to CSS3
- Interactivity with JavaScript
- Advanced Styling with Responsive Design
- Web Design for Everybody Capstone

**California Institute of the Arts**

Fundamentals Of Graphic Design

Introduction To Typography

UI/UX Design Specialization

- Visual Elements of User Interface Design
- UX Design Fundamentals
- Web Design: Strategy and Information Architecture
- Web Design: Wireframes to Prototypes

**Webflow**

Webflow 101

**HubSpot Academy**

Social Media Marketing

Email Marketing