# Resume Writing Case Study

# Introduction

Laurence WONG Yit Ming is a graduating student in Ngee Ann Polytechnic. He studied Diploma in Business and Majored in Marketing and will be graduating with a Diploma with Merit. Prior to joining Ngee Ann Polytechnic, Laurence Wong was studying in ITE College West, majoring in Business. Laurence is exempted for NS and would like to develop his career in the field of digital marketing upon graduation as he has discovered his interest in digital marketing after taking a 6-month internship at Secret Lab. He also took on part-time job as a safe-distancing ambassador during his vacation time.

He has identified a few companies and roles that he would like to apply to:

1. Shopee – Digital Marketing Associate
2. CapitaLand – Digital Marketing Executive
3. Unilever – Digital Marketing Intern

# Ngee Ann Polytechnic

During his time in Ngee Ann Polytechnic, Laurence scored distinction in Statistics, Marketing, Advance Marketing Strategy, Economics, Business Computer Application, Finance, Principles of Accounting, Business Data Analytics. He had learnt to use advance software such as MS Excel Visual Basic, Power BI, Python, Google Ads, Meta’s Digital Marketing Associate. He did his internship at Secret Lab, helping the company to conceptualising digital marketing campaign during the 11.11 sales which garner more than 3000 orders on the day (20% growth). He also did a marketing research project which eventually led to the company developing a new product range for new market segment (office users).

He took part in a few CCAs and activities, including being the Events Director of BA Club (Business Club in Ngee Ann Poly). He led a team of 10 people to organise an orientation programme for the 400 over freshies in 2021 (during Covid Phase 2 Heighten Alert). He has also led the team to organise a series of high-profile talks and workshops to engage the students at the business school garnering 350 unique participants over the period of 1 year. That is 18% improvement from the previous years. The participant’s satisfaction level was also relatively high at with an average score of 8.8 (out of 10.)

# Higher NITEC (ITE College East)

During his time in Higher Nitec, he studied Event Management and was part of the Director List. He gained skillsets in event management as well as fundamental business skillset such as leadership. During the internship, he was very fortunate to be interning at Singapore Tourism Board as an Events Marketing intern. During the internship, he had helped organised the roadshows to promote Singapore as a tourism destination, reaching out to 424,000 people during the 1-month roadshow.

He also joined the community service club in ITE College East and volunteer with Silver Generation Office to befriend seniors.

# Hobby

Laurence likes cycling and took part in Road Cycling with his group of friends every Friday. He would explore different parts of Singapore.

He also volunteers regularly at Willing Hearts (a soup kitchen) and prepare cooked meals for the less fortunate in Singapore.

He also signed up for a digital marketing online course from Google Digital Garage and Coursera which equipped him the relevant skillset during his internship.