

ONG HAO TING AIKEN

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PROFILE

Calm and curious with a knack for creative problem-solving. Trained and eager to work in a fast-paced and self-directed environment. Always looking forward to pushing great brands to even greater heights.

EDUCATION

National University of Singapore (NUS)

Aug 2020 - Present

Bachelor of Business Administration, Business Analytics & Marketing

- Cumulative GPA: 4.58 / 5.0 (First Class Honours)
- Relevant coursework: Principles of Marketing (Grade A+), Decision Analytics using Spreadsheets (Grade A-), Programming for Business Analytics (Grade A-)

WORK EXPERIENCE

SG Bike, Marketing and Public Relations Executive

Dec 2020 - Jul 2021

- Kick-started and spearheaded SG Bike's weekly blog publication and successfully placed multiple posts as 1st search ranking for crucial keywords through SEO, email campaigns, and Facebook ads
- Identified and utilised key metrics from Google Analytics to optimise blog content which increased organic landing views to SG Bike's website by 47% and reduced bounce rates by 9%
- Developed marketing collaterals (self-produced video content, social media posts, and blogs) for various cross-acquisition projects with partners such as foodpanda, BlueSG, DBS, and H&M
- Initiated on-ground bike crew program to interact with customers; generated and presented valuable insights of customers' sentiments for COO and CTO to further streamline operations and app processes

SG Bike, Marketing and Public Relations Intern

Mar 2020 - Jul 2020

- Revitalised SG Bike's Instagram by planning a consistent content schedule and engaging with customers for user-generated content; increased followers by more than 700%
- Conducted A/B testing for a Facebook Ad Campaign which drove down cost per click by 34%
- Analysed UI/UX of industry's apps and presented mock-ups to Marketing Director which led to revamping of SG Bike's app

ACHIEVEMENTS

SEAkors Business Challenge 2021 (ASEAN), Champions

Nov 2021 - Dec 2021

- Achieved 1st place in a cross-cultural team of 4 in an ASEAN-wide competition (Singapore-Indonesia)
- Crafted a comprehensive go-to-market strategy for social enterprise, InCareAsia SG, to enter Indonesia's bio-degradable market
- Conducted in-depth market and competitor analysis and tapped on emerging technologies and prevalent trends to develop marketing plans to transform adoption of sustainable packaging

CERTIFICATIONS & SKILLS

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| • Microsoft Office (Excel, PowerPoint, Word) | • Content Creation (Videography, Photography) |
| • Programming Languages (Python, R) | • Content Editing (Final Cut Pro, Adobe Photoshop) |
| • Marketing Tools (Google Analytics, Facebook Ads) | • Writing (Copy writing, Content writing) |

ADDITIONAL INFORMATION

- **Volunteer:** Heartware Network, "Support of Pioneers" – rendered emotional and social support to elderly living in matured estates through bi-weekly home visitations
- **Leadership:** Executive Committee Member of Meridian Junior College Dance Society for AY16/17 and Captain of Pasir Ris Crest Secondary School Table Tennis Team for AY14/15
- **CCA:** Writer and SEO Specialist for NUSSU The Ridge Magazine for AY21/22 and Member of Kent Ridge Hall Dance, Inspire, Choir, Table Tennis, and Photography Committee for AY20/21
- **Interests:** Brewing Drip Coffee, Jam Sessions, and Hydroponics Farming