



20 AUG 2025

To Whom It May Concern:

TESTIMONIAL FOR CHAN CLARE

I had the privilege of mentoring Clare during her internship at FoodXervices from 7 July 2025 to 29 August 2025. Throughout this period, she consistently demonstrated initiative, creativity, and professionalism well beyond expectations for an intern.

What set Clare apart was her proactive mindset. She designed the main marketing posters for Xcelerate Academy's Future Ready Sustainability and Digitalisation courses, ensuring their distribution at over four major networking events. These materials reached more than 200 individuals and contributed directly to over 20 SME sign-ups. After gathering feedback from event activations (SIGEP, AWS, BCG, and SFHCC), she took the initiative to redesign the posters for added clarity—a suggestion quickly adopted.

Clare also identified strategic new ways to scale our outreach. Recognising that most sign-ups stemmed from event participants, she proposed leveraging LinkedIn and other digital platforms to promote our brochures, each highlighting unique course features, an initiative that opens valuable new engagement channels for Xcelerate Academy.

Her contributions to our digital presence were equally impressive. She successfully kickstarted our LinkedIn page, achieving over 60 followers and surpassing our KPI of 40 within weeks. By managing LinkedIn, Instagram, and Meta accounts, she generated over 5,000 impressions and provided the team with valuable performance insights. Her ability to create content that was engaging, brand-aligned, and data-driven set a strong foundation for future campaigns.

Beyond marketing and social media, Clare supported our leadership team in high-level engagements. She designed a polished executive slide deck for X-Inc CEO Ms. Nichol Ng, which was presented at SkillsFuture Queen Bee sessions with over 150 attendees. Her work showcased both strong visual design and the ability to convey complex ideas to professional audiences.

Clare has proven herself to be a dependable, resourceful, and driven individual. Her contributions created measurable impact across multiple fronts: marketing, branding, events, and executive communications. She is also a collaborative team player who integrates well with colleagues. I am confident that she will continue to excel in all future endeavours, and I strongly recommend her to any organisation looking for a motivated and capable young professional.

Neo Kwok Siang

Neo Kwok Siang
Digitalisation Lead
FoodXervices Inc Pte Ltd