

CHRISTOPHER GERARD TOH WEI HONG

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Nationality: Singaporean

EDUCATION

Nanyang Technological University (NTU)

Aug 2016 – May 2020 (expected)

Double Degree – Bachelor of Business (majoring in Business Analytics) and Bachelor of Engineering (Computer Science)

- CGPA: 4.6/5.0, Expected First Class Honours (top 10% of cohort)
- Relevant coursework: Financial Management, Statistics, Marketing, Predictive Analytics, Algorithms, Data Science

Hwa Chong Institution

Jan 2008 – Dec 2013

Top junior college in Singapore, GCE 'A' Level and Integrated Program (IP)

- Attained Distinctions in Chemistry, Mathematics, Physics and Project Work
- Achieved the Hwa Chong Diploma – awarded to the top 30% of graduating students who achieved outstanding academic results and have demonstrated excellence in leadership, community service and conduct

WORK EXPERIENCE

American Express International Inc., Business Analytics Intern

May 2018 – Jul 2018

Payments and credit card industry, Global Merchant Services

- Generated data-driven and actionable business insights to identify trends in consumer behaviour, market activity and industry performance, to create opportunities for conversation and engagement to drive revenue
- Conceptualised and developed a customised, automated platform capable of capturing and generating insights using VBA, increasing Merchant Portfolio Managers efficiency by 500%

KPMG Advisory, Management Intern

Dec 2017 – Jan 2018

Management Consulting, Cyber Security

- Analysed a financial institution's internal processes to develop cashless and paperless transaction solutions, providing strategic initiatives to increase business efficiency and environmental impact
- Analysed and reviewed clients' cyber security risk using technological risk management frameworks

Helpguru.sg Pte Ltd., Marketing and Operations Intern

Feb 2016 – Apr 2016

Start-up providing services that connects customers to service contractors

- Planned the branding/marketing strategy for the company, and conducted market research on target consumers
- Designed and optimised website using SEO techniques, increasing the number of website visits by more than 400%

Singapore Armed Forces, Officer Cadet Instructor

Jan 2015 – Dec 2015

- Commissioned officer of the Singapore Armed Forces, finishing in the top 15% of the cohort of 95/14
- Received an early promotion to Lieutenant, due to excellent work conduct and appraisal from superiors
- Groomed and nurtured 130 officer cadets in two batches

CO-CURRICULAR ACTIVITIES

Co-President / Partner, ShARE Student Strategy Consulting Club

Aug 2017 – Present

Global non-profit student consulting organization present in 30 top universities in 15 countries

- Led and supervised 31 student consultants, oversaw 7 projects that advised start-ups, social enterprise and SMEs in Asia on business problems, increased profits by 441% and achieved a 60% client retention rate
- Revamped the branding strategy and direction of the club, organizing events and training curriculum for 31 bright, driven and passionate members to improve project management skills and case competencies gearing for career success
- Conducted 2 consultancy projects with a bike-sharing service provider, worth US\$2 billion, and a public transport operator, worth US\$2.5 billion, for market penetration analysis and evaluation of testbed success to increase acquisition rates

Captain, NTU Varsity Fencing Club

Jan 2017 – Present

- Coached more than 40 NTU's representatives for national competitions, providing trainings on technical skills, mental focus, discipline and determination

AWARDS & ACHIEVEMENTS

Finalist, World Asian Case Competition 2018

Aug 2018

- Emerged among the top 10 teams, receiving a scholarship package to represent Singapore to compete in Seoul, South Korea
- Analysed and pitched business strategies for a Chinese ride-hailing unicorn worth US\$56 billion to drive growth

2nd Runner-Up, Singapore Business Case Competition 2018

Mar 2018

- Competed with over 60 teams consisting of students from top universities in Singapore
- Pitched business strategies for start-ups in the toy collectibles and neuroscience education industries in 2 separate cases

Champions, Asian Varsity Fencing Championships 2017

Jun 2017

- Emerged champions, beating 8 other teams hailing from Cambodia, Indonesia, Hong Kong and Singapore

TECHNICAL SKILLS & INTERESTS

Languages – English and Chinese

Programming languages – Intermediate in C/ C++, Java, SAS, R, Python, MySQL, VBA

Computer software – Advance in Microsoft Office, Microsoft Access, Tableau

Interests – Backpacking and travelling overseas, film photography, touch rugby, Minesweeper, Tetris