Edwin Leck

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EDUCATION

National University of Singapore

Bachelor of Science in Business Analytics   *Matriculation Date: Aug 2022*

- Cumulative GPA: 4.56
- Awards: IMDA SG Digital Scholarship (2024), NUS Merit Scholarship (2022)
- Relevant Modules: Data Structures and Algorithms (A+), Information Technologies in Finance (A), Computational Methods for Business Analytics (A), Programming Methodology (A-)

TECHNICAL SKILLS

- **Programming Languages:** Python, Java, JavaScript, SQL
- **Cloud & DevOps:** AWS (S3, EC2, Lambda, Step Functions, RDS, Terraform), Firebase
- **Data Analysis & Visualization:** Power BI, Tableau, Google Analytics, RStudio
- **Web Development:** MERN Stack (MongoDB, Express.js, React, Node.js), Vue.js
- **Tools:** Git, Trello, Notion, Slack, Semrush, GetProspect, Lemlist

WORK EXPERIENCE

Government Technology Agency (GovTech)

Software Engineer Intern   *May 2024 – November 2024*

- Automated cloud infrastructure deployment using Terraform and developed a web app with JavaScript for streamlined provisioning, improving deployment efficiency by 30% and reducing manual effort.
- Built a full-stack MERN application to visualize application onboarding compliance, integrating Node.js APIs with AWS and leveraging Large Language Models (LLMs) to crosscheck compliant benchmarks, enhancing accuracy and reducing compliance risks.
- Developed an automated workflow using AWS Step Function and AWS Lambda to streamline the deletion of AWS resources, enhancing operational efficiency and reducing manual intervention.

Vantage Markets

Data Analyst Intern   *May 2023 – September 2023*

- Analysed click-through rates (CTR) and conversion rates using Google Analytics and Power BI, providing actionable insights that improved marketing campaign performance by 15%.
- Leveraged quantitative and qualitative analysis to identify trends and redefine best practices, and created interactive dashboards for data visualization to support data-driven decision-making.
- Conducted Semrush keyword research and optimized paid search campaigns across 5 countries, aligning search engine strategies with business goals and increasing online visibility by 20%.

Mantheos

Business Intelligence Intern   *November 2021 - February 2022*

- Conducted trend analysis to identify ideal target audiences, generating 5,000+ new leads per month.
- Optimized internal processes using Trello, Notion, and Slack, reducing operational errors by 80%.
- Developed an outbound lead strategy, improving marketing campaign effectiveness by 17%.

PERSONAL PROJECTS

ATA Sports | *Entrepreneurship, AWS*   *November 2022 - Present*

- Founded an e-commerce business specializing in Asics footwear, generating $3,500 per month in profits.
- Built a Telegram bot to streamline customer interactions, integrating AWS RDS, Internet Gateway, and PostgreSQL for backend infrastructure.

SmarTrack | *Vue, Firebase*   *January 2024 - May 2024*

- Developed a full-stack financial management platform using Vue.js to help users track expenses, manage financial accounts, and receive intelligent recommendations for optimizing card usage.

LEADERSHIP EXPERIENCE

NUS Temasek Hall Leader   *May 2023 - Present*

- Spearheaded the planning events with 200+ participants, managing logistics, timelines, and budgets.
- Onboarded sponsors for 8 events, leveraging communication and negotiation skills to secure partnerships.
- Led community engagement projects, including service learning and volunteering initiatives.