



Contact

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Singapore 560560

Education

Diploma In Information Technology

Nanyang Polytechnic

April 2025 - April 2028

Higher National ITE Certificate in IT Application Development

Institute of Technical Education

January 2022 - December 2024

Expertise

HTML5/CSS

Wordpress

UI/UX

CLIENT COMMUNICATION

Language

English

Chinese

TAN XIU LI, FELICIA

Fresh Graduate in Information Technology from Nanyang Polytechnic

Profile

A dedicated Information Technology fresh graduate from Nanyang Polytechnic, equipped with a strong foundation in project management and teamwork. Proficient in Python, HTML5, and UX/UI, with a passion for building intuitive and user-friendly digital experiences.



Work Experience

April 2024

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July 2024

W360 Group Pte Ltd

Digital Marketing Executive (Contract)

- Worked on my first major client project with NTUC LearningHub, designing EDMs, sales decks, and infographic materials.
- Designed website mockups and supported website development using WordPress for client projects.
- Attended client meetings to gather feedback, clarify requirements, and communicate design updates.
- Managed front-end and back-end website tasks, including content updates, backups, and basic maintenance.
- Assisted in setting up Google Ads campaigns for SEO and SEM initiatives.

September 2023

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April 2024

IT & Digital Content Internship

- Created website mockups and supported related design adjustments based on client requirements.
- Designed advertisements for Google Ads, supporting SEO and SEM initiatives.
- Communicated with clients to gather feedback, clarify requirements, and provide project updates.



Co-Curricular Activities

- School Team Badminton Player [Primary School - Institute of Technical Education]



Awards

- Edusave Award For Achievement, Good Leadership and Service (EAGLES) - 2017, 2022
- Edusave Merit Bursary - 2018, 2020, 2022, 2023, 2024
- Edusave Skills Award - 2024
- Director's List (ITE) - April-June 2022, January-June 2024, July-December 2024