



## 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

### W360 Group Pte Ltd

Digital Marketing Executive (Contract)

April 2024

–  
July 2024

- 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.

### 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.

September 2023

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April 2024



## 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