

## TEH JIA LIN

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### EDUCATION

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**Singapore Management University (SMU)** | Singapore | Cumulative GPA: 3.33/4.00 Aug 2020 – Apr 2024  
Bachelor of Business Administration | Marketing Major

**Nanyang Junior College** | Singapore | Rank Point: 82 Jan 2017 – Dec 2019

- Green Advocate, World Water Day 2019 (Special recognition)

### WORK EXPERIENCE

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**Wonder Strategic International, Marketing & Business Development Executive** Aug 2023 – Dec 2023

- Managed accounts and conducted CEO interviews across Xiao Hong Shu, LinkedIn, Facebook, Instagram, and TikTok.
- Cultivated international relationships with clients and stakeholders in Singapore, Batam, and Malacca.
- Successfully pitched and negotiated business proposals to key management.
- Deep-dived into the real estate, renewable energy, skincare, and shipping industry to deliver valuable insights.

**Cosmose, Business Development Intern** May 2023 – Aug 2023

- B2B merchant acquisition with a proven track record in lead generation, individualized meetings, and deal closure.
- Strong negotiation skills and in-depth knowledge of the sales process.
- Actively contributes to revenue growth by suggesting pricing model adjustments and process improvements.
- Proficiently manages customer relationships, fostering trust and satisfaction.

**Shopee Singapore, Business Development Intern** May 2022 – Aug 2022

- Assisted in business strategy development by using statistical analysis to identify high-potential sellers.
- Developed and refined stock forecasting strategies for inventory planning, improving warehousing operations.
- Managed FMCG (incl. Nestle, Physiogel, Nudestix, P&G) and electronics brands (incl. Apple, Google, Samsung, Logitech)

**Teo Hin Tyres, Website and Social Media Content Manager, Lazada Store Manager** Feb 2020 – May 2022

- Crafted engaging social media content to increase brand awareness and build client base.
- Experimented with SEO keywords using Google Search Console & Analytics to increase outreach by 90%
- Managed and curated products for online sales, assisting in customer service and delivery process.

### CO-CURRICULAR ACTIVITIES

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**SMU Aquatic Sharks, Events & Operations Director** Oct 2020 – Oct 2021

- Organized *Swim Sharkie Swim 2021* to raise \$3000 for TOUCH Community Service.
- Sourced and coordinated sponsors, managed club assets, and strategized event layout.

**TEDxSMU 2022 Executive Committee, Marketing Director** Jan 2022 – May 2022

- Set direction, created collaterals, planned social media content calendar, and directed video interviews.

### COMMUNITY SERVICE

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**The Social Kitchen Pte Ltd, Social Media Manager** Jan 2022 – Dec 2022

- Tracked online engagement and realigned marketing strategy to grow followers.
- Revamped social media pages and created festive-themed marketing campaigns.

### TECHNICAL SKILLS

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- **LANGUAGES:** Proficient in English and Mandarin
- **SKILLS:** Negotiation, Interpersonal Skills, Conflict Resolution, Strategic Thinking, Research, Creativity, Leadership
- **TOOLS:** SEMrush, Lusha, Octopas, WIX, Meta Business Suite, Google Business Profile & Analytics, Microsoft Office, Adobe Suite, Canva, ChatGPT
- **INTERESTS:** Marketing, Strategy, Real estate, Graphic Design, Copywriting, Environment, Artificial Intelligence