

# Tan Jun Onn

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## EDUCATION

### Singapore University of Technology and Design (SUTD)

Singapore

BEng in Engineering Systems and Design (GPA:4.57/5.0)

Graduation Date: May 2025

- Specialization Track: Business Analytics and Operations Research
- Awards: Lim Pu Leh Bursary Holder, Wilmar International Scholar.

### KTH Royal Institute of Technology

Sweden

Global Exchange Program

Jan 2024 to Jun 2024

- Completed course work in Machine Learning, Financial Mathematics, and Game Theory

## WORK EXPERIENCE

### Great Eastern Life Assurance Co. Ltd

Singapore

Digital Analytics Intern (Google Analytics)

Aug 2023 to Dec 2023

- Created custom tags using JavaScript for Google Tag Assistant and Qualtrics for user behavior tracking across all corporate websites, including OCBC bancassurance platforms while managing user identification acquisition and linking each user via encrypted hashed CIF.
- Created Google Looker dashboards used for monitoring the sales and marketing performance of various products and campaign launches internationally across all corporate websites and applications through deeper analysis on user acquisition/drop-off and user ecommerce funnel journeys which can amount up to \$2 billion.
- Scraped and acquired user data to be used in machine learning models for potential customer personalization and retargeting efforts.
- Managed the deployment and updating of Google Tags using JavaScript which monitored insurance agent behavior on corporate applications and dashboards.

### Codomo Pte Ltd

Singapore

Marketing and Sales Intern

May 2022 to Aug 2022

- Handled fulfillment of computer-science oriented board games worldwide for more than 1000 Kickstarter backers.
- Created marketing content of social media posts, blogs, articles, and Rolljak and Potato Pirates ads and marketing material for distribution.
- Created and curated slides for Computer Science workshops that were sold to the Science Centre Singapore and were also used to conduct workshops in Secondary School Students.
- Managed procurement as well as liquidation of unused assets for the company amounting to \$50000.

## LEADERSHIP EXPERIENCE

### Climbers Club

Singapore

Treasurer

Jan 2022 to Feb 2023

- Executive committee member in SUTD Rock Climbing Club with 400 members as the treasurer managing club funds amounting to more than \$4000 dollars.
- Organized the annual bouldering competition, SUTD Climbnival, with over 100 participants as well as the SNCS Level 1 Lead Climbing certification for SUTD.

### St. John Ambulans Malaysia

Malaysia

Chairperson

Jan 2015 to Sept 2021

- Led the Damansara Utama Division of 100 members from July 2018 to Sept 2021 as the divisional person-in-charge and chairman.
- Coached the division competition team in the Selangor State First Aid competition and successfully won 2<sup>nd</sup> place.
- Obtained the Grand Prior Award by the Lord Prior, HRH Duke of Gloucester in Sept 2021 for achievements in leadership and for successfully completing the St. John Cadet Scheme.

### LEO Club

Malaysia

President

Jan 2017 to Dec 2019

- Organized 4 different community service projects including, the LEO Free Eye Clinic for Children, hospice visits and the annual club fundraising dinner which amounted to RM8000 in donations.

## SKILLS & INTERESTS

- **Skills:** Python (Pandas, Scikit-learn, NumPy), R (RShiny, ShinyJS, Tidyverse), Database (MySQL, SQLite, DynamoDB, NoSQL), Microsoft Office (Excel, VBA, Word, Powerpoint), Google Cloud Platform (Looker, Analytics, BigQuery), Visualization (Tableau, Streamlit, QGIS, ChartJS), Front-end (HTML, CSS, JavaScript, NodeJS)
- **Language:** English, Bahasa Melayu (Speaking and Writing)
- **Interests:** Analytics, Public Speaking, Geopolitics, Bouldering