

# Tan Jun Onn

[Email](#) | +65 88891755 | [LinkedIn](#) | [Portfolio](#)

## 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

- Developed and implemented custom tags using JavaScript for Google Tag Assistant and Qualtrics, enabling precise user behavior tracking across 5 corporate websites, including OCBC bancassurance platforms.
- Created Google Looker dashboards to monitor international sales and marketing performance, analyzing user acquisition, drop-off rates, and e-commerce funnel journeys for products and campaigns valued at up to \$2 billion.
- Scraped and acquired 1000+ users' data for machine learning models, enhancing customer personalization and retargeting strategies.
- Managed the deployment of Google Tags using JavaScript, effectively tracking the behavior and activities of approximately 300 insurance agents across corporate applications and dashboards.

### Codomo Pte Ltd

Singapore

Marketing and Sales Intern

May 2022 to Aug 2022

- Led fulfillment efforts for computer-science board games, shipping over 1000 orders to Kickstarter backers globally.
- Created and distributed marketing content across 4 social media platforms, blogs, and ads, contributing to product visibility and engagement with 6500 unique users.
- Developed and curated 8 educational slide decks for Computer Science workshops sold to Science Centre Singapore and used in secondary schools.
- Conducted search engine optimization (SEO) using Google Analytics, improving the company's ecommerce presence and increasing traffic to digital platforms by 10%.

## LEADERSHIP EXPERIENCE

### Climbers Club

Singapore

Treasurer

Jan 2022 to Feb 2023

- Managed a \$4000 budget as Treasurer for the SUTD Rock Climbing Club, which has 400+ members.
- Organized the SUTD "Climbnival" bouldering competition with 100+ participants and the SNCS Level 1 Lead Climbing certification event.

### St. John Ambulans Malaysia

Malaysia

Chairperson

Jan 2015 to Sept 2021

- Led a division of 100+ members, focusing on leadership and operational efficiency from 2018 to 2021.
- Coached the division's competition team, securing 2nd place in the Selangor State First Aid competition.
- 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 successful community service initiatives in Petaling Jaya, generating RM4000 in donations for charitable foundations, including the Lions Free Eye Clinic.

## SKILLS & INTERESTS

### Skills:

- **Programming & Tools:** Python (Pandas, Scikit-learn, NumPy), R (RShiny, Tidyverse), Google Cloud Platform (Looker, Analytics, BigQuery), Tableau, Streamlit, MySQL, SQLite, DynamoDB, NoSQL.
- **Web Development:** HTML, CSS, JavaScript, NodeJS.
- **Other Tools:** Microsoft Office (Excel, VBA, Word, PowerPoint), QGIS, ChartJS.

### Languages:

- **Proficient in:** English, Bahasa Melayu (Speaking and Writing)

### Interests:

- Analytics, Public Speaking, Public Transport, Bouldering.