**Name:** **Jeremiah Ding Lian Kok**

**Contact Details: +65 9232 8747 | JeremiahDLK@gmail.com**

**Nationality: Singaporean**


**Links:**

**LinkedIn:** https://www.linkedin.com/in/jeremiahding/

**Writing Portfolio:** https://www.behance.net/jeremiahdl29c2

Referees are available upon request.


**Education:**

**Generation Singapore – Cloud Support and DevOps**          **July 2023 – September 2023**

An intensive training programme designed to train participants from the ground up in technical skills

relating to Cloud and DevOps, as well as soft skills such as adaptability, effective communication,

persistence, and more. Skills to be gained from this programme include:

- Linux (CentOS)

- Python

- DevOps Tools (GitHub, Docker, Terraform)

- Microsoft Azure


**Centre for Cybersecurity – Career Kickstart**          **July 2023 – December 2023**

An end-to-end programme that covers practical skill sets in terms of what is required for qualification

for a career in cybersecurity. Skills to be gained from this programme include:

- Linux (Kali / Ubuntu)

- Python

- Penetration Testing

- Network Research & Monitoring

- OSINT (Open-Source Intelligence)

- SOC (Security Operations Centre) Analysis


**Bachelor of Business**          **Feb 2012 – July 2014**

James Cook University (JCU) Australia, Singapore Campus

Majors (Double): Marketing and International Business

GPA: 5.75/ 7.00

**Professional Experience:**

**Associate Product Manager**                                                          **Oct 2022 – Mar 2023**

**SingSaver**

- Scrum Master – handled ticket / bug backlogs in accordance with our 2-week sprints
- Oversaw partner integrations and the building of marketing campaign features:
    o   Case study: Implementation of a marketing campaign with DBS where rewards
         fulfillment was done via the DBS PayLah! app
- Products worked on include Credit Cards, Personal Loans, Insurance, and Investments
- Hypothesised and implemented experiments, which were documented on Confluence
    o   Example: By reducing the amount of text across our user journey by ~20%, we saw an
         uptick in conversion (~8%) over the course of one month
- Conducted manual UATs (User Acceptance Tests), including identifying and fixing bugs via Jira


**Product Analyst – Product Management**                                            **Nov 2021 – Oct 2022**

**SingSaver**

- End-to-end conceptualisation and execution of product launches, features, and fixes
- Ensuring that all initiatives are in line with our Objectives and Key Results (OKRs) and North Star
  Metrics
- Writing and grooming of epics and user stories on JIRA
- Using Data Analytics, recommend solutions, features, or experiments to improve results and overall
  user experience
    o   Example: SingSaver used to have drop-down options for every single product listed, and
         drop offs occurred early. Users typically wouldn't click on the drop-down rows, and scroll
         depth was at most 50%. We focused on making changes such as converting the rows to
         tabs for easier reference and making the page more interactive through the use of visuals
         and hiding text. At the end of the experiment, we saw an increase in the total number of
         clicks on our tabs, and more of our users scrolled down to at least 75% of our page.
- Key Projects
    o   By testing different variations of product pages, Improved Credit Card CTR (Click Through
         Rate) by ~9%, and ~15% increase in time spent on page for Personal Loan product pages
    o   Integration of Singpass' Myinfo with Standard Chartered Bank, and our own landing page(s)


**Product Marketing Executive**                                                       **Aug 2020 – Nov 2021**

**SingSaver**

- Responsible for all UI and UX copy on SingSaver's website

- Wrote all CRM (Customer Relationship Management) copy, including auto-response and transactional emails
- Utilised both research and past data to build, test and optimise data-driven user journeys
- Point of contact for SingSaver's branding, and how the organisation's values are communicated through its ingress points
- Oversaw country-level product initiatives such as introducing new product verticals, end-to-end user journeys and system migrations
    - Example: Car Insurance Product Launch - https://www.singsaver.com.sg/insurance/car-insurance

**Marketing Copywriter**                                                                   **Oct 2019 – Aug 2020**

**SingSaver**

- Oversaw the creation of campaign landing pages, long-form blog posts, SEM (ETA, RSA, Sitelink Extensions) and Electronic Direct Mailers (EDMs) as well as all visual elements associated with them
- Developed UI and UX copy for customer payments and reward pages
- Was responsible for end-to-end email marketing processes, including quantitative and qualitative reporting
    - Over the course of one year, we grew our subscriber base from ~90,000 to almost ~200,000
- Developed automated email sequences and funnels

**Creative Copywriter**                                                                    **July 2018 – July 2019**

**I.m Communications**

Conceptualisation and Strategy

- Interpreted client briefs to create and pitch creative concepts
- Clients included being from the Finance, Insurance, Security, Tourism & Hospitality, Property Development, Luxury, Fast Moving Consumer Goods (FMCG) industries, as well as Government-Led Initiatives

Copywriting

- Produced and proofread copy based on client requirements
- Mediums included:
    - Digital Media: EDMs, Social Media Posts, Google Display Network (GDN) copy, Mobile App Copy, Scriptwriting for Explainer Videos, etc.
    - Traditional Media: Brochures, Pull-Up Banners, Bus Posters, MRT Banners, Television Commercials, etc.

**Marketing Copy Editor**                                      **Mar 2017 - June 2018**

**Success Resources**

- Worked on SingSaver's branding, and how our values are communicated through all our ingress points

- Point-of-contact and general counsel for branding best practices

- Led a small team to ensure that collateral such as digital banners, EDMs, brochures, workbooks, video scripts and social media content are produced and delivered in accordance with our internal SLA

- Worked on tasks outside of my job scope, including the writing of press releases, speeches, thought leadership content, and physical events

- Supported a range of countries including Singapore, Malaysia, United Kingdom, South Africa, and Europe


**Cash Proposal Writer (Contract)**                              **Sept 2015 – April 2016**

**Treasury and Trade Solutions, Citigroup**

- Wrote RFPs (Request for Proposals) and RFIs (Request for Information) for corporate clients, including material such as cash management (liquidity and risk mitigation), payments (domestic and cross-border transactions), and receivables (traditional and digital collections)


**Digital Banking Officer (Contract)**                           **Mar 2015 – Sept 2015**

**Digital Acquisition and Engagement, Citibank Singapore**

- Responsible for digital acquisition and MGM (Member-Get-Member) of consumer Credit Cards and Unsecured Loans

- On an ad-hoc basis, supported the development of Citibank's digital transformation journey, including the desktop login experience and mobile app


**Portfolio Management Officer (Contract)**                       **Aug 2014 – Feb 2015**

**Core Cards Products and Marketing, Citibank Singapore**

- Performed UAT for Credit Card and Unsecured Loan features in a staging environment

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**Awards:**

**Golden Key International Honors Society**                                   **2013**

- Top 15% of cohort in James Cook University

**Certifications:**

**ICDL Basic Certification for Adobe Photoshop**                                                                 **2017**