

Tay Zhi Sheng Japheth John

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Profile

Driven and adaptable individual with strong interpersonal and organizational skills. Passionate about marketing and experienced in fostering customer relationships, creating engaging campaigns, and driving impactful outcomes. Seeking to leverage a foundation in business studies and marketing skills to contribute to innovative marketing initiatives and deliver measurable results.

- Basic Proficiency in Canva and Photoshop
- Strong Organisational Skills
- Basic Understanding of Graphic Design
- Data-driven Creativity
- Proficient in Microsoft and Google Suite
- Open-mindedness and Adaptability
- Basic Proficiency in Power BI and Python
- Strong Verbal and Written Communication

Skills

Education

Ngee Ann Polytechnic

Diploma in Business Studies | 2023 – 2026 (expected)

- Related modules: Digital Transformation Marketing Strategy, Marketing in the Digital Age, Integrated Marketing Communications, Brand Insights & Strategies, Research-Based Marketing Insights, User-Centred Design for Business, Business Analytics, Statistical Applications for Business

St. Joseph's Institution

GCE 'O' Levels | 2019 – 2022

- 'O' Level Score: 9

Employment

Mr Coconut

Barista | September 2024 – March 2024

- Delivered exceptional customer service, fostering positive interactions that enhanced the brand's reputation, contributing to a 10% increase in monthly positive reviews.
- Prioritized tasks and streamlined workflows during peak hours, ensuring operational efficiency and consistent quality under high-pressure conditions.
- Executed accurate cash handling and inventory checks, reflecting attention to detail and organisational skills critical for campaign management.

Social Health Growth

Charity Ambassador | April 2023 – January 2024

- Created and delivered compelling pitches to engage potential donors, raising over \$10,000 in monthly contributions.
- Informed community members who lacked awareness of Social Health Growth's purpose, enhancing the organization's visibility.
- Ensured 100% accuracy in recording and reporting of cash donations, demonstrating reliability and commitment to financial integrity.

Google

Pantry Supervisor | February 2023 – March 2023

- Monitored daily inventory to maintain an accurate record of stock levels, reducing pantry costs by 15%, demonstrating budget management skills.

- Optimised pantry layout to improve accessibility for popular items, reducing time employees spent searching for items, enhancing their overall experience.
- Implemented hygiene protocols and cleaning checklists to ensuring proper sanitisation to provide a spotless pantry environment, reflecting a commitment to quality and reputation.

AZE Crew Services

Banquet Service Crew | August 2022 – February 2023

- Coordinated with teams to deliver seamless service for high-volume events, showcasing strong organizational and collaborative skills.
- Maintained high standards of guest satisfaction, with 90% positive feedback, demonstrating an ability to understand and meet customer needs.
- Adapted swiftly to last-minute changes, executing instructions promptly to ensure smooth adjustments to service, demonstrating agility in dynamic environments.

Wheeler's Estate

Restaurant Service Crew | November 2021 – December 2021

- Delivered outstanding customer service, attending to guests promptly and confirming order accuracy, upholding restaurant's reputation and strengthening customer loyalty.
- Communicated with guests to verify orders and relayed details to the kitchen to minimise order errors, showcasing attention to detail and effective collaboration
- Optimized service flow during busy hours, reducing wait times and improving customer satisfaction, reflecting problem-solving capabilities.

Projects

Haven Heart

Marketing Team | October 2024 - Present

- Co-developed a comprehensive pitch deck with groupmates, securing a \$50,000 Youth Action Challenge (YAC) grant for a social entrepreneurship project.
- Performed in-depth primary and secondary research to craft targeted marketing messages for social media plans.
- Currently assisting in developing content pillars and a content calendar for Haven Heart's social media, ensuring strategic and consistent brand communication.

Co-Curricular Activities

St. Joseph's Institution – Rugby

Logistics Exco | February 2019 – November 2022

- Engaged in team-building activities, promoted open communication and supported teammates during training to foster a sense of trust, strengthening team unity
- Developed an inventory tracking system to monitor equipment status, tracking broken balls or cones, ensuring resource availability and smooth operations for training.
- Conducted proactive equipment inspections, mitigating risks and ensuring uninterrupted sessions, reflecting attention to detail and proactive problem-solving