

# DIONE TAY JIA WEN

Blk 7 Bedok Reservoir View #09-03

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## EDUCATION

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**Nanyang Technological University**

Aug 2021 – April 2024

Bachelor of Business Specialising in Marketing with Honours (DISTINCTION)

**Groupe KEDGE Business School (Semester Exchange in France)**

Aug 2023 – Dec 2023

**Singapore Polytechnic**

Apr 2018 – April 2021

Diploma in Business Administration (Marketing Management)

## ACADEMIC PROJECT

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**Singapore Polytechnic, Business Administration (Marketing)**

**ScanLiving Brand Strategy Competition**

Mar 2019 – Oct 2019

- Gained insights into marketing visualization and planning strategy
- Directed a team to conduct market research and analyse data

**P&G Philippines Healthcare – Branding Strategy and Marketing Plan**

Apr 2020 – Aug 2020

- Collaborated with students from De La Salle University students in Manila
- Built good rapport with counterparts and acquired new perspectives

**Final Year Project – Marketing and Communications Strategy for Elitez**

Apr 2020 – Oct 2020

- Adopted soft and hard skills through this project which aided me in my internship
- Developed a creative and feasible marketing plan in which the company adopted our idea

## INTERNSHIP EXPERIENCE

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**Spot Works Pte Ltd.**

Sept 2020 – March 2021

**Digital Marketing Intern**

- Directed discussions in the planning process of a marketing campaign
- Oversaw the marketing strategy and plan of the business
- Articulated data analysis, data visualization and report preparation
- Present post campaign evaluation and proposing suggestions for improvements
- Reached out to over 40 leading organizations for collaboration and promote services to boost awareness and increase sales

**Kuliio Pte Ltd.**

May 2022 – July 2022

**Content Marketing Intern**

- Designed collaterals used in advertising campaigns
- Directed the marketing strategy and overall marketing plan
- Articulated data analysis, data visualization and report preparation
- Present post campaign evaluation and proposing suggestions for improvements
- Boosted brand awareness by 45% through digital campaigns

**Digital Marketing Intern**

- Overseeing the digital marketing strategy, planning and executing online marketing campaigns
- Conducted data analysis and visualization
- Evaluated and improved campaigns
- Enhanced brand awareness

**CO-CURRICULAR ACTIVITIES AND LEADERSHIP**

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• EXCO member - Singapore Polytechnic Rotaract Club	2019 - 2021
• Head of Community Service – Singapore Polytechnic Rotaract Club	2019 - 2021
• Head Planner of Orange Valley Long Term Service Event	2019 – 2021
• NTU Accountancy and Business Club Subcommittee Member (Events Portfolio)	2021 – 2022
• Assistant Chief Programmer of Nanyang Business School Freshmen Orientation	2021 – 2022
• Chief Programmer of Hall 9 Freshmen Orientation Program	2021 – 2022
• Vice President of Nanyang Business School Bash	2021 – 2022
• Publicity Director of NTUSU U-Shop	2022 – 2023
• JCRC Main Committee Welfare Secretary of Hall 9	2022 – 2023

**SKILLS**

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- Adopted Search Engine Optimization and Problem-Solving Skills
- Analytical and Critical Thinking Skills
- Possess Communication Skills
- Interpersonal Skills
- Cultural Intelligence

**INTEREST**

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- Piano
- Sports
- Photography
- Travel