

JESSICA PRINCE

CONTACT DETAILS

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EDUCATION

Nanyang Technological University

August 2018 - Present

Bachelor of Communication Studies (Honours)

Studying under the Nanyang Scholarship

cGPA of 4.51 / 5.00

Relevant modules taken:

Brand Management, Public Relations Writing, Integrated Marketing Communications, Web Design and Technologies, Basic Media Writing, Corporate Communications Management

Anglo-Chinese School (Independent)

Jan 2016 - Nov 2017

Obtained 44 points out of the maximum 45 points in the International Baccalaureate examination

SKILLS

- Writer for NTU publication (Soapbox)
- Proficient with Microsoft Word, Excel, Powerpoint programs
- Familiar with Adobe Photoshop, Illustrator, Indesign
- Press release writing, Copywriting, Research and interviewing skills (e.g. collecting data, conducting interviews, consolidating information)
- Fluent in written and spoken English and Mandarin

VOLUNTARY WORK

New Creation Church | APRIL 2018 - Present

- Counsels and mentors a group of 30 youth between the ages of 16 to 18 years old on a weekly basis

Pearl's Hill Care Home | February 2019

- Organised festive activities such as distributed gifts, and singing karaoke with the beneficiaries of the home during Chinese New Year

New Creation Church Missions | January 2019 - May 2019

- Vice-chair of the youth mission trip team
- Planned and organised a week-long outreach program to rural Chiang Mai to visit a school; taught both primary and secondary students English, and visited the homes of students to distribute household items like food and clothing

Arc Childrens' Centre | April 2018

- Volunteered to help special needs kids in primary school with English homework

Jessica has an eye for beauty, and can deftly communicate her ideas with clarity. She has a passion for storytelling, digital marketing and is quick to grasp the latest social media trends. She will graduate in April 2020 under the Nanyang Scholarship for Communications.

RELEVANT EXPERIENCE

Freelance Content Writer

UNDRUCUT DIGITAL MARKETING PTE LTD |

AUGUST 2019 - PRESENT

- Produced, conceptualised and wrote a number of lifestyle, technology, and travel articles for Undruct

Service Design Intern

INDEGOX | MAY 2019 - AUG 2019

- Applied design thinking by using human insights on various service design projects with clients such as Design Singapore, National Design Centre, DBS, Direct Funerals Services Pte Ltd
- Researched on areas of the funeral industry in Singapore that could be improved with user experience strategies in terms of human experience and interaction
- Interviewed tenants of Design Centre and compiled the information to understand the gaps in the building's service design and how it could be improved to enhance the experience working and visiting the building
- Managed Microsoft Excel documents for DBS Bank to aid them in developing new software

Copywriting and Creative Intern

22 MEDIA PTE LTD | JAN 2018 - MAY 2018

- Crafted copy for Instagram posts and email blasts
- Involved in the ideation of several campaigns
- Social Media Content Development and Execution
- Designed content for relevant platforms such as Facebook, Instagram, and for print (posters, DVD, and book covers) when necessary
- Assisted with photography & videography shoots
- Video and photoshoot production for digital platforms

Production Assistant

MEDIACORP PTE LTD | SEPTEMBER 2014