

# Neo Jia Ning Kelly

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## EDUCATION

### Singapore Management University

Aug 2019 - May 2023 (EXPECTED)

Bachelor of Social Science (Double Major in Psychology and Marketing)

Relevant Coursework: Management Communications, Introduction to Psychology, Introduction to Economics

## WORK EXPERIENCE

### Operations Intern – EZ-LINK

Jan 2019 - Aug 2019

- Organised administrative documents with Microsoft Excel.
- Involved in design selection and marketing campaigns for new EZ-LINK cards.

## LEADERSHIP AND CO-CURRICULAR EXPERIENCE

### Social Media Marketer – WhiskinCocoa

June 2020 – Present

- Sets up and optimize business account on Instagram to increase visibility of its social media content.
- Creates and distributes engaging graphic content via Instagram to increase brand recognition and followers.

### Marketing Deputy – SMU Freshman Bash 2020

Apr 2020 - Present

- Developed and executed integrated marketing communication campaigns to build database and awareness strategies.
- Engaged with various brands to procure sponsorships.

### Pageant, Brand Ambassador – SMU Freshman Bash 2019

May 2019 - Aug 2019

- Promoted social media marketing campaigns for GYMMBOXX, Freedom Yoga, Pomelo and REDS Hair Salon.

## VOLUNTEERING EXPERIENCE

### Youth Mentor - Reach

Jan 2020 - Present

- Introduced various musical instruments to Youths to unlock their creativity and passion for music.

### Youth Mentor - YMCA

Jan 2020 - Present

- Inspire students to be mission-minded through goal setting.
- Encourage students to carry out social responsibility and also give them a platform for leadership opportunities.

## SKILLS

Certifications: Google Ads, Strategic Human Resources, Human Resources Foundations

Technical: Microsoft Excel, Microsoft Office, Google Products, Adobe Illustrator, Photoshop and Lightroom

Languages: English (Advanced), Chinese (Advanced)