

Kenn Siang LENG

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Personal Statement

Internship Objectives

My personal objective for this NOC internship is to apply the knowledge that I have gained from NUS in the working world as well as to hone my skills as a business analyst. I hope to be able to pick up and use current data processing techniques and business development skills. I also hope to improve my soft skills such as understanding and managing team dynamics as well as effective communication to maximize results. For the startup that I will be attached to, I intend to introduce different perspectives to make projects more robust. Coupled with my analytical and data management background, I am confident to be able to create greater value and ideas for the startup.

About Me

I am an aspiring Business Analyst who hopes to be able to improve companies by making them more optimized, streamlined, and effective. With a passion for business development, I am interested in the various aspects that make up a business, such as financial and logistical operations behind the scenes. I deeply believe that when you want to do something, you should either give a hundred percent or none at all. We should also not be afraid to try new experiences or explore new, alternative ways to do things. Since I was young, I have always been inquisitive about my surroundings and how things work. Once, when I was 6, I took apart an old telephone to find out how it functioned.

Strengths and Weaknesses

During my days serving in the Singapore Armed Forces, I was trained to be objective-driven and mission orientated. When dealing with a problem, I will consider as many options as possible and evaluate these options carefully before coming out with the most effective and efficient possible solution. Having a systematic working style has helped me to manage my time and projects better both in school and during my time in the military.

In the fast paced and ever changing IT industry, I believe that being trainable is one very important quality to possess. The ability to self-learn and pick up things quickly is something that I constantly try to uphold. Being exposed to a variety of fields of discipline in the Singapore education system from a young age has helped me to become sharper and more adaptable.

Being an extroverted introvert, I tend to take a long time to warm up to new people. As such, I may hold back during discussions with new group members. However, during my stint at BYOP Pte Ltd, I was forced to work with a new and diverse group of people within the short time period in order to get the job done. We had to understand each other's strengths and weaknesses well to complement each other effectively. The experience allowed me to expand my communication skills and honed my teamwork skills.

Work Experience

During my stint in BYOP Pte Ltd, a protein customizing and distribution startup based in Singapore, I was exposed to the many facades of running a business. From operations to logistics to marketing, I was tasked to optimize and streamline these processes to improve profitability as well as the ease of running the business. Some of the projects that I embarked on and completed were search engine optimization (SEO) as well as conversion rate optimization (CRO) of the company website. These projects have helped me to understand the complexities of a start up to a deeper level.

The two and a half years in the Singapore Armed Forces has helped to improve my organizational, management, communication, and problem-solving skills. Having tasked with the safety and proficiency of a platoon has helped me to become more responsible and have greater foresight when developing plans. The systematic method of developing a plan taught by the SAF has been invaluable to my projects as well as managing my personal schedule.

Education

Aug 2015 – Present	National University of Singapore Bachelor of Science (Honors) in Business Analytics (Course details in Appendix A)	Singapore
Jan 2011 - Dec 2012	Anglo-Chinese Junior College <ul style="list-style-type: none">Singapore-Cambridge General Certificate of Education Advanced Level 85 Rank Points	Singapore

Work Experience

Nov 2016 – Dec 2016	BYOP Private Limited <i>Business Development Intern</i> <ul style="list-style-type: none">Participated in business development projects such as Search Engine Optimization (SEO) and website design (Conversion Rate Optimization)Assisted in the creation of a back-end inventory management systemContributed in sales data analysis and marketing efforts	Singapore
Jun 2016 – Jul 2016	NCS Private Limited <i>Roving Technical Assistant</i> <ul style="list-style-type: none">Job scope include updating of Ministry of Education (MOE) computers and assisting school's technical assistant in any other matters	Singapore
Feb 2013 – Jun 2015	Singapore Armed Forces <i>Full Lieutenant</i> <ul style="list-style-type: none">Enlisted in enhanced leadership batch and posted to Officer Cadet School (OCS)Commissioned as a Field Engineer OfficerPosted to an Active Armor Battalion, oversaw the training and combat-readiness of the Armor Pioneer PlatoonAttained second placing in the Armor Officer Advanced CoursePart of Army Half Marathon Organizing Committee 2014Part of National Day Parade'15 Show CommitteeCurrent Officer in Command of Support Company, 489th Singapore Armor Regiment	Singapore

Scholastic Achievements/Extracurricular Activities

Jan 2007 – Mar 2017	Track and Field <ul style="list-style-type: none">Captain of Eusoff Hall (NUS) Track teamRepresented Eusoff Hall (NUS) for Inter-Hall GamesInter-Hall Games Track (Eusoff Hall) Team 1stRepresented Unit in Annual Armor Road RelayRepresented ACJC at National Schools Track FieldsNational Schools Track and Field 4x400m 4th Placing (ACJC)National Schools Track and Field 800m 9th Placing (ACJC)	Singapore
Jan 2007 – Apr 2016	Cross Country <ul style="list-style-type: none">Member of NUS Cross-Country TeamRepresented ACJC at National Schools Cross CountryColors Award (Cross Country)National Schools Cross Country Championships Team 3rd (ACJC)	Singapore
Jun 2016 – Aug 2016	NUS School of Computing Orbital Summer Programme <ul style="list-style-type: none">Project Gemini	Singapore

- Scholastic Merit Award
- Represented ACJC in the Royal Economic Society Economics Essay Competition

Skill Sets & Proficiency

Programming	Java R SAS Python	Intermediate Proficient Basic Basic
Scripting	JavaScript	Intermediate
Multimedia	Adobe Premiere Pro Adobe After Effects Adobe Photoshop	Intermediate Intermediate Basic
Web	HTML, CSS	Intermediate
Development	Meteor Android Studio	Intermediate Basic
Database	MySQL DBMS NoSQL MongoDB	Intermediate Intermediate
Non-technical Skills	Project Management Writing Marketing Accounting	Intermediate Intermediate Intermediate Basic
Office Productivity	Microsoft Word, PowerPoint Microsoft Excel, Publisher	Proficient Intermediate
Operating Systems	Windows XP, 7, 8, 10	Basic

Language Proficiency

Spoken	English – fluent; Mandarin – fluent
Written	English – competent; Chinese – average

Additional Information

Athletics: Cross Country, Track and Field, Basketball, Squash, Frisbee

Interests: Big Data Analysis, Business Development, Marketing, Programming, Software Development

Degree: Bachelor of Science (Honours) in Business Analytics
Cumulative Average Point: 4.42 / 5.00

Course Description	Grades
Statistics/Mathematics Matrix Algebra Quantitative Reasoning Calculus for Computing Probability and Statistics Regression Analysis	S A- B+ A- In-progress
Programming Programming Methodology Data Structures and Algorithms I Data Structures and Algorithms II	S A- In-progress
Business Analytics Introduction to Business Analytics IT and Decision Making Application Systems Development for Business Analytics	S A- B+
Communication Critical Thinking in the Information Age Roots and Wings - Personal and Interpersonal Effectiveness 1.0 Business and Technical Communication	A+ S In-progress
Information Systems E-Business Essentials Strategic IT Applications	A- In-progress
Business Financial Accounting Marketing	B+ B+
Others Changing Landscapes of Singapore Public Health in Action Independent Work Computing and Society	A- A S In-progress

NUS Grading Scale:

A+ & A (5.0); A- (4.5); B+ (4.0); B (3.5); B- (3.0); C+ (2.5); C (2.0); D+ (1.5); D (1.0); F (0)

S = Satisfactory; U = Unsatisfactory

CS = Completed Satisfactorily; CU = Completed Unsatisfactorily

EXE = Exempted; IC = Incomplete; IP = In Progress; W = Withdrawn