

# Lisa Tjide

Product Marketer at Tech in Asia Jobs

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## Summary

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## Experience

### **Product Marketer (Employers) at Tech in Asia**

November 2016 - Present

- Managing the growth of users on Tech in Asia Jobs platform.
- Work with tech companies and startups to hire their team members through Tech in Asia Jobs

### **Business Development Executive, Emerging Business at StarHub**

January 2016 - November 2016 (11 months)

- Managed, engaged and coordinated internal and external stakeholders for Business Development's activities and engagements.
- Work closely with Analytics solutions team, data science and platform team in delivery of products and services to our customers.

### **Innovation Advocate at StarHub i3**

July 2014 - September 2015 (1 year 3 months)

The Innovation, Incubation and Investment (i3) is a newly established department in StarHub with the purpose to seek for future services and innovation to be integrated to StarHub's main business.

As part of the i3 team, I worked with the Crowdtivate team to improve the user experience of the product through UT prior to the official launch of the platform.

I work closely with the campaign owners to craft their campaign messaging and content.

I've liaised with external vendor to manage the marketing materials and contents to be published on the Facebook page of the platform

I've sought potential startups to work StarHub to expand its main core of business.

I was also part of the organising team of the South East Asian Mobile App Challenge.

### **Project Manager**

May 2013 - April 2014 (1 year)

- Designed, tested and fabricated a chasis for a laser marking machine.
- Managed the actual fabrication of the chasis which was presented in Manufacturing Technology Asia.

### **Intern, Education Department, Marine Life Park at Resorts World Sentosa**

May 2013 - August 2013 (4 months)

- Designed an educational application that allows students from primary, secondary school to learn the concepts of physics and mathematics through experiencing the rides in Adventure Cove Sentosa.
- Conducted educational tours in the South East Asia (SEA) Aquarium for secondary school students.
- Co-developed educational programmes for secondary school students such as Universal Studios Physics Programme.

### **Undergraduate Researcher at Singapore University of Technology and Design (SUTD)**

September 2012 - December 2012 (4 months)

Project: Probability Collectives Theory for The Design of an Artificial School of Fish

- Studied the swarming behavior of a school of fish and/or a flock of birds.
- Developed a simulation of the flock behaviour using MATLAB based on mathematical equations

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## Education

### **Singapore University of Technology and Design**

Bachelor of Engineering (B.Eng.), Engineering Product Development, 2012 - 2015

**Activities and Societies:** Greenprint (Secretary), Korean Language Club, Video Productions, Fingers Factory, Fab Lab Ambassadors (Founder), SUTD Tae Kwon Do, SUTD Orientation Welfare Committee

### **Tampines Junior College**

GCE 'A' Level Certificate, 2011 - 2012

**Activities and Societies:** Guitar Ensemble (Publicity Officer), HATS(High Achiever at TPJC) Programme

### **Beatty Secondary School**

Science, 2007 - 2009

**Activities and Societies:** Art Club (Vice President)

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## Honors and Awards

Runner Up, Clean & Green Hackathon 2013

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[Contact Lisa on LinkedIn](#)