**JEREL KOH**

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**WORK EXPERIENCE**

**OCBC Bank** May ’24 – Aug 24’

*Global CFS Marketing Intern — FRANKpreneurship 2024*

* Managed up to 9 concurrent ATL and BTL campaigns from strategy stage through to post-campaign analysis, while collaborating closely with agencies and internal stakeholders, reaching 3M+ unique viewers with over 0.90 CTR during just one large-scale FX promotion campaign.
* Selected spokesperson for cross-department team that pitched to C-suite an improved AI-powered banking mobile app, grounded in market research and interactive Figma mock-ups; featured in OCBC’s external marketing content.
* Executed over 50% of team’s assigned push notifications to mobile application users on schedule, ensuring smooth user experience for mobile app users.
* One of 30 interns across OCBC selected for annual FRANKpreneurship programme after pushing through several interview stages.

**Infineon Technologies AG** Jul ’23 – Dec ‘23

*Internal Communications Intern*

* Led teams of over 10 members to plan and execute APAC-wide events, achieving highest-ever turnout rate by 37%.
* Spearheaded use of mail merge systems to enhance event communications efficiency, improving turnaround time by more than 3x.
* Developed department SharePoint TeamSite, improving interdepartmental communication and workflow systems, reducing incoming queries by over 20%.
* Designed and oversaw refurbishment of site visuals to align with company rebranding towards autonomous and green production.
* Managed various digital and physical communication channels including newsletters and screens.
* Submitted and processed Purchase Orders (PO) in accordance with strict timelines.

**Orthopaedics International – Gleneagles Hospital** Jun ’22 – Aug ‘22

*Accounting Assistant*

* Managed and analysed financial data of all customers and staff, heavily using Excel and its functions such as VLOOKUP.
* Assisted clinic’s administrative operations to streamline payment processing.

**EDUCATION**

**Nanyang Technological University** | BA in **Philosophy** 2021 – 2025

* 4.17 GPA — Second Upper Hons
* Semester abroad at **ABCABCABC**
* University of Michigan: Web & Database Applications Specialisation in PHP, SQL, & JavaScript with jQuery.
* Assisted DMK in their successful rebranding to target younger audiences (ML0004)
* Supplementary Python, Power BI and Tableau experience through voluntary workshops, emphasising self-directed learning.
* Economics coursework including Data Visualisation, Corporate Finance, Banking, Blockchain and P2P Networks.

**Yishun Junior College** 2017 – 2018

* Captained school football team to best performance in over 10 years.

**SKILLS & LANGUAGES**

HubSpot CRM | Growth Marketing | Python | Tableau | Excel |MySQL | WebDev (HTML, CSS, PHP, JavaScript) | Stakeholder Management | Copywriting

* Fluent in English and Chinese, conversational in Malay.
* **HubSpot** Sales Hub Software Certification

**EXTRACURRICULAR ACTIVITIES**

**Community work**

* Raised several bags of donations for **Blessings in a Bag**, a VWO “dedicated to supporting low opportunity, under-resourced youth”.

**Football**

* Yishun Sentek Mariners – National FA Cup Champions 2023 2022 – present
* NTU Varsity Team – IVP Runners-up 2023, first NTU team to reach the final in over a decade. 2021 – 2023
* Geylang International FC – Sole U19 called up to S-League senior team 2018
* Castiglione FC – Training stint in Italy 2018

**Guitar & Performing**

* Busker & Performer – Self-taught since 2011, with numerous performances in school and public. License attained 2019