Caleb Chia We Keat

Singaporean | +65 9060 2342 | calebchiawk@gmail.com | linkedin.com/in/calebchia

CAREER OBJECTIVE

I am a penultimate undergraduate with a keen interest in big tech innovation and data-driven solutions. I am actively seeking a challenging position in a reputable organisation where I can expand my knowledge, further develop my skills, and leverage on my strengths in analytics and problem solving.

EDUCATION

Singapore University of Social Sciences   **AUG 2019 – MAY 2023 (Expected)**

B.Sc. (Hons) in Business Analytics with Minor in Financial Technology

- CGPA 4.0/5.0 (On track for Second Class Honours (Upper))

WORK EXPERIENCE

ByteDance, TikTok

Algorithm Operations Intern, Trust and Safety   **MAY 2022 – PRESENT**

- Responsible for training and optimising AI models (Computer Vision, Optical Character Recognition, Natural Language Processing, and Audio) to ensure accurate and efficient detection of unsafe and harmful content on the platform
- Worked closely with the algorithm engineering team, data labelling team, and business lines to analyse model needs, design and implement model training plans, model strategies, and appropriate algorithm requirements for decision making
- Analyse, train, evaluate and deploy content safety related models to meet business requirements

ByteDance, TikTok

Program Management Intern, Market Integrity (Trust and Safety)   **APR 2021 – APR 2022**

- Spearheaded end-to-end projects and investigations by adopting data-driven approaches and critical thinking to resolve safety-related issues, and presented solutions in consumable reports for stakeholders and cross-functional teams
- Conducted in-depth analyses across all features and issues for Oceania's strategy and roadmap planning sessions to identify existing gaps and potential opportunities for safety improvements in the markets
- Collaborated with cross-functional partners (product management, data analytics, policy, operations, and algorithm teams) to drive projects and implement process improvements at scale
- Improved model detection capabilities by 18% to prevent and reduce hateful comments on the platform
- Reduced Oceania's unknown risk prevalence by 40% by conducting root cause analyses and addressing identified gaps
- Supported investigations with data extraction using SQL and utilised data visualisation tools to present analyses
- Created an onboarding and ramp up guide for future interns in the Market Integrity team

GoodLobang Telegram (t.me/goodlobang)   **APR 2019 – MAY 2020**

Co-Founder – Creative Lead

- Scaled GoodLobang to become Singapore's largest Telegram Channel and a pioneer in Telegram marketing
- Expanded GoodLobang's Telegram Channel to more than 100,000 subscribers in less than 7 months
- Grew GoodLobang's Instagram page from 0 to more than 18,000 followers in less than 7 months
- Crafted and executed marketing campaigns (both online and offline) for merchants such as Tiger Sugar, Skechers, Shopback, Llaollao, LiHO and many more
- Collaborated with F&B merchants for island-wide campaigns and oversaw events on the ground
- Spearheaded Confirm Good's website launch and subsequent content creation (confirmgood.com)

ACTIVITIES

Kampong Chai Chee Youth Network (KGCC YN)   **OCT 2019 – APR 2021**

Community Project Volunteer

- Planned an event to educate the community on mobile application usage
- Organised and executed an online Zumba class for the community to stay active amidst the Covid-19 lockdown

Royal Rangers Singapore   **JAN 2015 – 2017**

Facilitator

- Responsible for teaching outdoor skills such as survival, first aid, camping, fire craft, hiking, outdoor cooking, etc.
- Led and facilitated many camps for youth to learn, experience and apply valuable life skills

SKILLS AND COMPETENCIES

- **Analytics Skills:** Machine Learning, Artificial Intelligence, Data Visualisation, Data Mining, Problem-solving
- **Analytics Languages/Software:** SQL, Python, SPSS, Tableau, SAS Studio, JMP, Microsoft Office
- **Creative Software:** Adobe Illustrator, Adobe Premiere Pro, Adobe Lightroom, Adobe Photoshop
- **Language Skills:** English and Mandarin (Fluent)