

29 January 2019

Dear Sir/Madam,

NUS Overseas Colleges (NOC) Testimonial for Quah Jing Wen

This letter is to certify that Quah Jing Wen (A0171964W) has completed an internship at Kaodim Singapore Pte Ltd between 17 May 2018 and 31 July 2018, both dates inclusive.

During her internship, Jing Wen was tasked with executing marketing and operations activities, and she has successfully performed beyond expectations. Among others, she consistently reached out to hundreds of potential service providers weekly, and successfully onboarded several of them, working in close collaboration with her senior colleagues. With no prior sales experience, this is a major achievement.

Jing Wen has also been able to provide strong support for major marketing initiatives, including calling for agency and media pitches (as well as participating in them) and helping the preparation for consumer outreach events. She was also able to identify partnership targets and build plans for business development activities, which has aided the marketing team in re-focusing resource efforts.

Throughout her stint with us, Jing Wen was also proactive in doing beyond her job scope. Being an analytics student, she has actively reached out to the data team in the company to implement analytical methods to her line of work.

Jing Wen's quest for knowledge also cannot go unnoticed. On top of her main job scopes, she has also conducted market research and educated the rest of the team on the competitive landscape in the industry. Through this project, she has also demonstrated her attention to detail; she was able to find double the number of known competitors and segment their offerings comprehensively. Her work has also been used at Group strategy meetings.

However, her shortcomings lie in, at times, her pensiveness, as well as, her hesitation to voice her thoughts or opinions; but I believe this internship has shaped her to improve tremendously on these areas.

In all, Jing Wen's experience of working in a start-up at Kaodim Singapore positions her well for the programme and I hereby provide a strong recommendation. Please feel free to contact me +65 9740 3567 if you have any questions regarding the information contained in this letter.

Thank you.

Warmest regards,

Koh Kang Liang
Marketing & Business Development Lead
Kaodim Singapore Pte Ltd