

# RAFIKAH HALIM



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## EDUCATION

AUG 2014 -  
PRESENT

### NATIONAL UNIVERSITY OF SINGAPORE

Singapore

#### BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

- *Honors*: NUS Kent Ridge Undergraduate Scholarship, University Scholars Programme (USP), NUS Overseas College (Silicon Valley), Philip Yeo NUS Overseas College Award
- *Leadership*: President of NUS Entrepreneurship Society, BizAd Leadership Development Programme, Corporate Liaison Director of NUS Entrepreneur's Association (NUSEA)

## WORK EXPERIENCE

DEC 2016 -  
MAY 2018

### UBER, APACX

Singapore

#### GROWTH MARKETING INTERN

- Scaling social advertising spend for both driver and rider acquisition growth in Asia Pacific with responsibility in delivering sign ups and first trips
- Analyzing and optimizing campaign performance against key performance metrics

AUG 2016 -  
JUL 2017

### STELLAR LOYALTY, INC.

San  
Francisco  
Bay Area

#### PRODUCT MANAGER (INTERN)

- Successfully rolled out four features for B2B marketing software, such as dashboards, back-end rules and punch cards, which led to an increase in client base by 7 brands
- Implemented improvements to engagement features for restaurants and retail brands by extracting data-backed insights through R to understand missing gaps in product
- Improved white-labelled mobile app design which secured more sales leads

MAY 2016 -  
JUL 2016

### OGILVY & MATHER SINGAPORE

Singapore

#### ACCOUNT MANAGER (INTERN)

- Strategized integrated marketing communications for major telco in Singapore
- Spearheaded digital campaigns for product launches that led to a 10% revenue increase

MAY 2015 -  
JUL 2015

### METALWORKS BY MAXUS (A GROUP M AND WPP COMPANY)

Singapore

#### STRATEGY PLANNER (INTERN), GLOBAL DIVISION OF CREATIVE TECHNOLOGY

- Successfully developed and coordinated marketing campaigns for The Body Shop
- Incorporated creative technologies such as Virtual Reality, SmellTech, wearable & retail beacon technology into campaigns

## ADDITIONAL INFORMATION

### Leadership

**President of NUS Entrepreneurship Society**: Successfully liaised with over 20 corporate partners such as Uber and e27, increased engagement to 350 students, created website and blog for entrepreneurial tips

### Competition

**Champions**: API World Hackathon 2016 (San Francisco), Design Finland 100 Innovation Competition 2017 (Finland), Tohoku-INTILAQ Business Idea Competition 2014 (Japan)

### Start-up Ventures

**Developed prototypes & strategies for - Max Loyalty**: Universal loyalty app for consumers to earn points and get rewards | **KingFashion**: Augmented Reality shopping app | **Zygod**: Co-founder matching web application

### Technical Skills

Sketch | Adobe Photoshop CS6 | Adobe XD | Balsamiq Mockups | Keynote | Adobe Premiere Pro | Final Cut Pro | Javascript (Node.js) | HTML5 | CSS3 | Tableau | R | SQL

### Interests

Travelling | Digital Product Design | Data Analytics | UI/UX Strategy | Advertising | Gender Equality