

Roderica Wynne

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EDUCATION

National University of Singapore, NUS Business School

Aug 2016–May 2020

Bachelor of Business Administration, Finance specialisation

- Attended Winter Abroad at Yonsei 2019, taking Strategic Management

NUS FinTech Lab: NUSFINTECHSG

Jul 2020–Sep 2020

1st Batch Program Participant

- Hands-on experience on full-stack development tools, notably: ReactJS, ExpressJS, MySQL, MongoDB, Redis, git
- Developed an understanding of software development pipelines, design thinking, and how to make these processes agile (using notably Scrum methodologies)

Project Enterprise50 with Business Times (BT)

Mar 2019–Nov 2019

Student Author and Consultant

- Authored two newspaper articles of E50 Awardee companies under the supervision of 3 BT editors, planned logistics for interview and review meetings and facilitated communication between BT and the interviewees
- For the second half of the project; my team and I pitched a business plan utilising new technology for the founders of one of the Awardee company, provided them with thorough market research and forecast as well as market-wide competitive analysis with regards to the company's intrinsic information

WORK EXPERIENCE

NUS-Centre for Governance, Institutions & Organisations (CGIO)

May 2018–Oct 2018

Research Analyst and Project Intern

- Co-author of *Sustainable Banking in ASEAN 2018 Report* in collaboration with WWF, communicating analysis results from 5 other student analysts to WWF representatives under the supervision of a senior project coordinator
- Drew analysis from corporate governance codes and sustainability reports of subject companies, in consideration for the region's regulatory landscape where the companies were situated. In this pursuit, I localised Indonesian legislative documents for research in corporate governance and sustainability reporting outlook of the country

ORGANISATIONAL AND COMMITTEE EXPERIENCE

NUS Business School Alumni Youth Wing

Mar 2018–Oct 2018

Director: Marketing and Editorial

- Organised interviews with school alumni and led the editing and publication effort of the compiled interview stories. This compilation would eventually become a product to be launched at our flagship event

Amplitude: a Choir and Acapella Concert by Halls of NUS

Aug 2017–Aug 2018

Steering Committee: Deputy Executive Director (Production Manager)

- Supported the Executive Director in the internal affairs of the committee—maintained the committee's budget plan, assigned roles and scheduled jobs, managed committee welfare and logistics as well as facilitated internal communication among members and artistes across six different residential halls of NUS
- Directed production in liaison with NUS University Cultural Centre—developed lighting and sound plan, managed equipment inventory, supervised stagehand management, and scheduled sound checks and dress rehearsals

King Edward VII Hall Play

Aug 2017–Apr 2018

Steering Committee: Head of Publicity Department

- Directed the key creative concept (palettes, motifs, assets) used to guide the designing of publicity collaterals
- Ensured support for the department resources, facilitated the welfare and communication of a group of 6 designers, responsible for communicating progress and pitching ideas on the play's publicity matters to stakeholders

King Edward VII Hall Welcoming & Orientation Committee

Dec 2016–Dec 2017

Head of Marketing and Publicity Committee

- Responsible for sponsor communication and relationship management; garnered \$12,000 worth of sponsorship
- Designed the committee's first public relation documentation for the succeeding members and integrated the retrospective as part of the committee's key activities

VOLUNTEER EXPERIENCE

2018 WTA Finals (BNP Paribas WTA Finals Singapore)

Oct 2018

WTA Finals Force: Merchandise Management Department

- Be the face of WTA Finals Merchandise booth; assisted customers in their purchases, and ensured a satisfactory experience for them. Worked in a team of tennis enthusiasts of various ages and backgrounds

SKILLS SET

- Native speaker of Bahasa Indonesia. Excellent proficiency in English, both spoken and written. Intermediate proficiency in Business Japanese (Advanced Japanese NUS Accreditation — equivalent to N2 Japanese)
- Intermediate proficiency in Adobe Photoshop and Illustrator. Basic proficiency in Adobe XD and Figma
- Strong interest in data visualisation and marketing analytics. Certified in Google Analytics and TwitterAds
- Proficient in Microsoft Excel (for use-cases: data-processing, financial modelling) and basic VBA simulation