

RYKER WONG

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EDUCATION

National University of Singapore

May 2020 - May 2024

Bachelor of Computing in Information Systems

- Specialisation in Digital Innovation
- GPA 3.86 / 5.0

Temasek Polytechnic

Apr 2015 - Apr 2018

Diploma in Business

- Specialisation in Entrepreneurship and International Business

WORK EXPERIENCE

Marketing Intern, BrandStory Asia, Singapore

Oct 2017 - Dec 2017

- Managed and analyzed data of client's social media accounts to improve Engagement and Reach by 20%.
- Led and designed social media content for the Christmas Editorial Calendar, garnering higher Engagement and Impression numbers.

PROJECTS

Digital Marketing Campaign, Tia Tong Ah, Singapore

May 2021 - Nov 2021

- Created blog and social media posts to increase awareness of Tai Tong Ah's new product launch, Huo Luo Oil.
- Utilised SEO, SEM, Display Marketing, and Analysis to improve Tai Tong Ah's webpage search ranking and convert new users into customers.

Hotel Reservation System (HoRS), NUS, Singapore

May 2021 - Nov 2021

- Developed the Backend of an HoRS using Java (NetBeans) for Local and Remote Clients.
- Constructed the HORS to perform CRUD, booking of rooms, checking in/out and room allocation for real-world usage.

Overseas Innovation Challenge, Temasek and Ngee Ann Polytechnic, Hong Kong

Jun 2017 - Jul 2017

- Collaborated with Ngee Ann Polytechnic students to help local SMEs in conducting overseas market research to assist future overseas expansion efforts.

ADDITIONAL SKILLS

- Proficient in Java (OOP, Data Algorithms, NetBeans), CSS and HTML Programming
- Adept at Enterprise System Architecture (SDLC, UML Diagrams, Wireframing)
- Experienced in Digital Marketing (SEO, Google Analytics, Google Search Console, Photo and Video Editing)
- Fluent in English and Mandarin
- Enjoys filmmaking, dancing and playing soccer during free time