



# TYLER WONG



## WORK EXPERIENCE

- **EVERNOTE SINGAPORE** / MAY 15 – JUL 15  
Marketing & PR Intern
  - Generating ideas and crafts for media pitches/marketing collaterals
  - Assists in marketing campaigns
  - Writing copy for multiple platforms (blog, social media)
  - Managing brand presence
  - Monitoring marketing data & analytics
- **COLLAPPE** / DEC 14 – FEB 15  
Marketing Intern
  - Productivity Mobile App Startup
  - Developed social media platforms and managed to **double** Facebook followers and generated an organic reach of **3870** and **9293** organic impressions within a month;
  - Streamlined mobile app to students' needs and improving UI/UX with research;
  - Designed posters and adverts to be used in the university and on social media
  - Initiated a project to launch the mobile app in the National University of Singapore.
- **RISINGGREENS** / DEC 14 – JAN 15  
Marketing Intern
  - Agricultural Productivity App Startup
  - Conducted Market Research on farmers in the Chinese Market (Taiwan & China) to improve UI/UX and functionality
  - Conceptualised and did App Wireframing and Mockups using Illustrator, Photoshop and Balsamiq for the mobile app as well as logo design
  - Categorized data on all farms in Taiwan and China using excel in order to aid future sales and outreach efforts
- **SINGAPORE ARMED FORCES** / APR 12 – MAR 13  
Artillery Officer (LTA)
  - Led a team of 24 to New Zealand for an Army Exercise Evaluation and obtained the highest award and recognition (Best Unit, REDCON 1);
  - Safety Inspection 2IC for the Battalion in charge of conducting inspections and filing reports in order to uphold the safety standards of daily training;
  - In charge of 60 odd men and being responsible for their training and overall welfare
  - Pioneered new training methods that improved the results and efficiency of training;
  - Best Commander Award, National Serviceman of the Battalion Award, National Serviceman of Artillery Nominee.
- **TEMASEK POLYTECHNIC** / JAN 11 – APR 11  
Teaching/Support Assistant
  - Taught Mathematics to Polytechnic Freshmen and helped to improve their foundation in the subject
  - Created teaching materials using Adobe Flash, JavaScript and the Second Life Programme to make learning Chemistry more fun and engaging for students



## PROFILE

Interested in Business Development/Marketing roles.

Loves solving challenges and learning new skills & ideas.



## CONTACT ME



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## PROFESSIONAL SKILLS

MICROSOFT OFFICE	PROFICIENT
ILLUSTRATOR/PHOTOSHOP/FLASH	NOVICE
KEYNOTE	PROFICIENT
iMOVIE	NOVICE
CSS/HTML	NOVICE
DATA ANALYSIS	INTERMEDIATE
R PROGRAMMING	NOVICE
MATLAB	INTERMEDIATE



## LANGUAGES

ENGLISH	PROFICIENT
CHINESE	PROFICIENT
KOREAN	NOVICE

# TYLER WONG



## EDUCATION

○ **NATIONAL UNIVERSITY OF SINGAPORE**  
BACHELOR OF CHEMICAL & BIOMOLECULAR ENGINEERING (HONS)  
AUG 13 – PRESENT

- Studied modules like Marketing, Real Estate Finance, Critical Thinking & Writing, Communication and Professionalism
- \*Transcript attached below

○ **TAMPINES JUNIOR COLLEGE**  
GCE A LEVEL EXAMINATIONS  
FEB 09 – DEC 10

- 4 H2 Distinctions (Mathematics, Chemistry, Physics, Economics)
- Student of the Year Nominee, Distinguished Service Award to Canoeing, College Advisory Committee Award (Bronze)



## CO-CURRICULAR ACTIVITIES/ACHIVEMENTS

○ **Marketing Director** / AUG 13 – SEP 14  
NUS Students' Engineering Club  
National University of Singapore

- Oversaw professional marketing matters for 6500 students in the Faculty
- Planned and executed the campus marketing campaigns of partner firms such as Shell and the Republic of Singapore Airforce
- Increased funding for the Club by 5% and obtained sponsorship for food and merchandise collaterals for welfare events and orientation camps

**Obtained Distinguished Leadership Gold Award for outstanding contributions (top 20% of the club)** / SEP 14

**Ongoing Nomination: Engineering Colours Award (awarded to Engineering students with outstanding contributions)** / MAR 15

○ **Resident Assistant** / MAY 14 – JUN 15  
UTown Residence  
National University of Singapore

- Student leader who is in charge of the welfare and well-being of 1700 residents
- Organised residential events such as Food Tours and Kayaking events to improve communal spirit and campus vibrancy
- Designated Emcee and Content Creation I/C (i.e. posters, social media publicity) for events

○ **2<sup>ND</sup> PRIZE** / DEC 14  
Intilaq Tohoku Idea Contest 2014  
Tohoku, Japan

- Competed against an international community to see who can come up with the best business proposal and plan to improve innovation and entrepreneurship in the region.



## COMMUNITY SERVICE

**OVERSEAS COMMUNITY INVOLVEMENT PROJECT (OCIP) : CAMBODIA**

TEAM DAISY 2013

Raised \$6000 SGD for a Library Construction.

Taught school children English and Hygiene Skills in Beong Village of the Baram District in Cambodia.



## INTERESTS

Music:  
Bass  
Guitar

Investments

Travel

Gym,  
Kayaking



Check out my website to find out more about some of the projects that I have worked on as well as my blog!

[www.wongzhikang.com](http://www.wongzhikang.com)