

Teoh Ze Tong

m: +65 9126 9398

e: zetong.teoh@gmail.com

w: <http://zetongteoh.com>

Work Experience

Digital Marketing Associate Junyo Inc.

Jul 14 - Jul 15
San Francisco
Bay Area

Junyo Inc. is an education startup that bring learning analytics into the U.S. K-12 classrooms

- Created marketing funnel for company webinars and enabled tracking of campaign effectiveness
- Planned and executed email marketing drip campaigns for more than 20,000 contacts
- Oversaw execution of various marketing campaigns with three PR and media agencies
- Marketed the product launch for a literacy assessment app on the iTunes Store in three weeks

Content Marketing Writer Limk.com

May 14 - Jul 14
Istanbul, Israel
(Remote)

Limk.com provides the plug-in for websites to include a content recommender

- Worked closely but remotely with two co-founders and planned on the editorial calendar
- Written multiple articles targeting at content marketers to improve company's SEO

Fund Administration Intern Partners Group AG

Sep 13 - Jan 14
Singapore

Partners Group is a global private markets investment management firm with over EUR 30 billion in assets under management.

- Assisted all 5 investment teams in documenting 1100 deals with Siebel Financial Services
- Understudy of experienced associates to learn the private markets in infrastructures
- Finished the project ahead of deadline; revamped the financial database of the company

Education

National University of Singapore Business Bachelor of Administration (BBA)

Aug 12 - Dec 15
San Francisco
Bay Area

Participant of NUS Overseas College (NOC) - Silicon Valley

The program targets NUS undergraduates with the academic ability and entrepreneurial drive, keen to be immersed as interns in start-ups located in entrepreneurial and academic hubs of the world

- Selected as one of six non-technical undergraduates to intern in the tech mecca
- Focused on developing startup marketing skills and applying them in new venture creation

Projects

Startup Marketers SG

Ongoing

In Singapore, there seems to be a lack of active group for the startup marketers. This is especially true in the colleges, and thus, my friend and I have set up a group to create a network for like-minded peers to learn together.

Personal Marketing Website

Ongoing

Positioned to be the blog for college students to take on the digital marketing path, I've published an article on "[What I've Learned Spending 365 Days as a Marketer in Silicon Valley for 365 Days](#)", which garnered more than one thousand views in three days.