

9 March 2021

To whom it may concern,

**Testimonial for Xavier Tan Yong Sheng (172867K) Diploma of Business Management**

Xavier has shown to be a very determined and hardworking student throughout his entire course of study in the School of Business Management from Academic Year 2018 to 2021. As part of the Teaching Enterprise Project (TEP) in Nanyang Polytechnic, he was attached to the Ecommerce Lab. At this industry centre, he sharpened his critical thinking, social media and digital skills through managing a client project - managing the Facebook and Instagram for ILoveLearning Achievement Centre. Xavier is a team player, displaying his creativeness and resourcefulness where he worked with his team in curating and creating various lifestyle-themed content that highlighted the product benefits in an engaging manner on ILoveLearning' Facebook and Instagram. He was involved from conceptualising a creative idea to the execution of a video as part of a social media marketing campaign to drive awareness of ILoveLearning. Xavier has always been optimistic and determined especially in exploring creative ideas and new possibilities. Despite having no experience in softwares like Photoshop and Adobe Premiere (video editing software), he remained undaunted and managed to pick up such digital skills through his own self research, earning compliments from the client on the quality of his productions. In view of his achievements, I strongly believe that his 'can-do' spirit, strong digital and social media skills will hold him in good stead and be an invaluable asset to your institution or company.

Yours sincerely,

Simon Tan

Lecturer

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