

NEO LE XI, ALEXIS

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EDUCATION

Singapore Management University (SMU)

Aug 2021 - Dec 2025

Bachelor of Business Management with a 1st Major in Strategic Management and 2nd Major in Technology for Business

SKILLS

Languages: Python, SQL, HTML, CSS, JavaScript

Technologies: Figma, Tableau, Microsoft Office, Google Suite, Selenium

EXPERIENCE

Central Provident Fund Board (CPF Board)

Aug 2024 – Present

Software Development Intern – Business Incubator and Accelerator Department

- Developed sentiment analysis script on onboarding feedback in **Python**, integrating **OpenAI API**, reducing workload by 3 days monthly
- Created **Python** application for leave tabulation and payslip cross-checking, streamlining HR department workflow by ~2 hours daily
- Built bot usage tracker in **Python (Pandas)**, generating cost-benefit analysis reports for >800 bots detailing manpower hours saved, purpose, and activity status for C-suite review
- Wrote **Python (Pandas, tkinter)** application to automate data consolidation, cleaning, tabulation, and formatting for operational receipts

Shopee

May 2024 – Aug 2024

Data Analyst (Business Development) Intern – Marketing Solutions Department

- Engaged in web-scraping with **Python (Selenium)**, pulling logos from >1000 homepages, increasing data collection efficiency by 15%
- Utilised **Python** and **Google Drive API** to extract shareable links to >100 files into database monthly, driving ad set-up efficiency by 30%
- Automated mass data collection, cleaning, and manipulation, syncing multiple workbooks across departments (using **Google Sheets API** and **Python's Pandas**), streamlining workflow by ~1.5 hours daily
- Created post-campaign review decks with concise, easy-to-understand dashboards, identifying data-backed insights and presenting findings on campaign performance levels, trends and outliers, giving recommendations to external stakeholders on potential improvements

Singapore Management University

Aug 2023 – Dec 2023

Teaching Assistant – IS111 Introduction to Programming (Python)

- Reviewed and provided individualised feedback to ~40 students' weekly lab assignments
- Provided individual consults, code efficiency tips, real-time feedback on in-class exercises, explanation of common mistakes to the class

TWG Tea Company

May 2023 – Aug 2023

Communications Intern – Public Relations Department

- Conceived web content articles for campaigns, including the limited edition F1 Race Day Tea and TWG Tea's first tea, Silver Moon Tea
- In-charge of social media copywriting and content generation (reels, posts, stories, guides), amassing ~7,000 new followers
- Made videos for use by subsidiaries and franchises; created video editing tutorials and Instagram Guide templates for global distribution
- Created a marketing and public relations primer on iconic collections' USPs for distribution to ~10 subsidiaries and franchises
- Engaged in KOL and Media data collection and auditing on Microsoft Excel, vetting ~3,000 profiles and liaising with partners for projects

Coach

May 2022 – Aug 2022

Retail Associate

- Engaged customers directly with sales, refunds, delivery scheduling and de-escalation of conflict, with a daily revenue of ~7,000SGD
- Conceptualised sales primers for use across around seven stores, highlighting unique selling points for individual products; created daily revenue of ~3,500SGD from sales products alone

Krislite Pte Ltd

Dec 2020 – Jan 2021

Logistics & Accounting Intern

- Oversaw the annual stock-take period, created Excel worksheets to simplify and accelerate speed of inventory data logging
- Conceptualised culturally sensitive, aesthetically pleasing season's greetings that were sent to >50 suppliers and clients internationally
- Shadowed the company's accountants and assisted in compiling and conducting quality checks of documents for annual auditing

CO-CURRICULAR ACTIVITIES

SMU Apolitical

Oct 2022 – Dec 2023

Publications Executive

- Conceptualised primers on Singapore's new policies (i.e. Foreign Interference Counter-measures Act) to be published mid-to-end 2023

SMU Tchoukball

Aug 2021 – Dec 2022

Events Director

- Directly coordinated with sponsors (e.g. Gobble, Don Don Donki) to raise funds for events
- Corresponded with internal and external organisations for collaborative events, hosting alumni events, coordinating friendly matches and combined training camps, with >150 attendees

ADDITIONAL INFORMATION

- Received the St Andrew's JC Arts Faculty Commendation (Honour Roll) award in 2020 for exemplary academic performance
- Fluent in written and spoken English and Chinese, with intermediate proficiency in written and spoken Korean and Cantonese
- Certificates: Data Manipulation with pandas (DataCamp), The Complete SQL Bootcamp (Udemy), Google Data Analytics (In Progress)