

Tan Size Sze, Angel

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WORK & INTERNSHIP EXPERIENCE

Canon Singapore Pte Ltd

Sep 2023 - Present

Regional Product Marketing Assistance Executive

- Managed full-cycle product development and launch of Large Format Printers (LFP), overseeing definition of product positioning, competitive analysis, item master setup, pricing, Canon Inc. HQ liaison, product testing, and webpage management.
- Created effective MarComm assets (e.g. social media content, brochure, print samples, eDM) for product launches and provide support to regional branches.
- Developed and spearheaded multiple marketing campaign initiatives such as Regional LFP Sales Contest, Bundle Ink promotions and created sales kit to drive SEA market development.
- Collaborated with creative agencies to conceptualize and implement advertising materials, such as key visuals, brochures, videos, and print sample books to support regional branch partners activities.
- Governed local activities and asset creation in regional branches, ensuring adherence to Canon's Corporate Identity guidelines and timely communication of key activities.

Artisanal Keycap Business – Klaykaps

Mar 2021 – Dec 2023

Founder and Designer of Artisanal Keycaps for Mechanical Keyboard Enthusiasts

- Independently designed and sourced packaging materials for optimal unboxing customer experience.
- Designed a Webflow website prototype for a web developer's reference.
- Achieved a revenue of \$100k SGD since the business inception in 2021.
- Spearheaded multiple initiatives (group buys, limited edition collections, mini-games, giveaways), consistently achieving high engagement levels of 200-1,000 likes per post, fostering a loyal customer base, and increased brand visibility.
- Designed, photographed, and launched 45 unique product collections, featuring four sculpts to date.
- Served over 580 customers (local and international), with 10-15% being repeat buyers.
- Cultivated a compelling brand profile, garnering 3.6k Instagram followers in 2 years.
- Collaborated with 11 keyset designers and other local makers to promote the brand.
- Provided excellent customer service by promptly addressing customers' inquiries and concerns.
- Participated in fundraising events by sponsoring keycaps for SOSD Singapore and Mechs4Ukraine.

Singapore Telecommunications Pte Ltd

May 2019 - Aug 2019

Marketing Communications Intern

- Crafted engaging content for multiple channels, including emails, social media apps, in-app push notifications, internal articles, in-app merchant deals, and SMS to increase brand engagement.
- Managed cross-departmental and client relationships, executing promotions with prominent e-commerce platforms and popular merchants.
- Strategized and led key social media campaigns for Valentine's Day, March School Holidays, Transit Cashback, Mother's Day, and COVID-19 Pandemic, achieving company KPI and promoting use of Singtel Dash mobile application.
- Achieved a remarkable 50% increase in social media following count, growing from 700+ to 1400+.

Meiji Seika Pte Ltd

Oct 2016 – Feb 2017

Marketing Intern

- Offered a full-time position upon completion of the internship, reflecting exceptional performance.
- Successfully achieved a significant 34% growth in social media following count.
- Planned and executed an activation campaign (Hazelnut Yan Yan) at Temasek Polytechnic.
- Achieved a 34% growth in Instagram following during my internship.
- Conducted in-depth consumer market research on Meiji's products and merchandising services.
- Presented new packaging concepts and relationship strategies to the board of directors.

EDUCATION

Singapore University of Social Sciences (SUSS)

Aug 2017 – May 2021

School of Business

- Bachelor of Science in Marketing (2nd Class Honours)
- Minor Study: Digital Media

Singapore Polytechnic (SP)

Apr 2014 – Apr 2017

- Diploma in Business Innovation & Design

SKILLS / HOBBIES

- Languages:** Fluent in English and Chinese (Mandarin)
- Marketing:** Brand and Campaign Strategy, B2B, B2C, CRM, Communications, Digital Marketing, Market Research, Product Marketing, Project Management, Data Analysis, UX Research and Design
- Design:** Art Direction, Digital Illustration, Product Photography, Web and Graphic Design
- Technology:** ACDSee Photo Studio, Adobe Suite (Illustrator, Premiere Pro, Photoshop), Canva, Basic CSS/HTML, Microsoft Office, Procreate
- Hobbies:** Cooking, Photography, Videography (YouTube Vlogs), Resin Craft, 9-Ball Pool

VOLUNTEERED COMMUNITY INVOLVEMENT

Beyond Social Services, *Academic Tutor*

Jan 2020 – Sep 2021

- Offered academic assistance with engaging and interactive teaching methods to primary school children from underprivileged backgrounds.

Care Corner Student Service Center, *Academic Mentor & Befriender*

Oct 2017 – Oct 2019

- Supervised the children's schoolwork and provided them with guidance on various aspects of their lives.
- Planned special programmes such as Christmas Parties and Children's Day celebrations.