

# Tan Size Size, Angel

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## WORK & INTERNSHIP EXPERIENCE

### Canon Singapore Pte Ltd

Sep 2023 - Present

#### Regional Product Marketing Assistant Executive

- Managed full-cycle product development and launch of Large Format Printers (LFP), overseeing product positioning, competitive analysis, item master setup, pricing, Canon Inc. HQ liaison, product testing, and webpage management.
- Directed cross-functional teams of >30 people including area marketing, sales partners across SEA, and regional branch marketing teams for marketing campaign initiatives such as Regional LFP Sales Contest and creation of sales kit to drive SEA market development and sales.
- Led and organized product training to regional branches and partners of > 50 people for new launches.
- Initiated collaborations with creative agencies to conceptualize and implement effective MarComm assets (e.g. key visuals, brochures, videos, and print sample books) for product launches and 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.
- Directed 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

Dec 2019 – May 2020

#### Marketing Communications Intern

- Developed 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+.

## EDUCATION

### Singapore University of Social Sciences (SUSS)

Aug 2017 – May 2021

#### School of Business

- Bachelor of Science in Marketing (2<sup>nd</sup> 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 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.