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education

BA (Hons) Arts Management
LASALLE College of the Arts

Diploma in Experience & Communication Design
Singapore Polytechnic

softwares & languages

Adobe Illustrator	English
Adobe Lightroom	Malay
Adobe Photoshop	Mandarin
Adobe XD	Thai
Canva	
Capcut	
Mailchimp	
Microsoft Suite	

experience

KidsSTOP, Science Centre Singapore – Educator Intern

- Designed and delivered engaging science programmes and gallery shows for children aged 2–8
- Incorporated creative drama and hands-on activities to enhance learning experience
- Fabricated teaching aids and classroom materials
- Facilitated interactive floor engagement to introduce basic science concepts to young visitors
- Ensured inclusive classroom management and a safe learning environment

Asian Cultural Symphony Orchestra – Marketing Executive

- Spearheaded content ideation, creation, marketing, and publicity to engage audiences, sponsors and donors to maximise box office
- Managed social media content across Instagram, Facebook, and TikTok – From ideation to publishing
- Designed marketing visuals and promotional materials for concerts and public initiatives
- Built and managed CRM system using Mailchimp; designed monthly newsletters for audience engagement
- Supported administrative work for concerts and performances
- Stage management and emcee for concerts

Edith Patisserie – Digital Marketing Intern

- Designed and developed creative assets and written content for social accounts and retail website
- Oversee product launches, marketing campaigns on social media platforms and third party channels
- Designed and implement email campaigns via Mailchimp to market promotions and new product launches
- Managed client engagement on B2B and B2C platforms

Wilhelmsen Group – Marketing Intern

- Created content and copy for both internal and external marketing channels
- Analyzed port data to develop sales decks and marketing collateral
- Maintained databases using Excel and Salesforce, ensuring data accuracy for sales team
- Contributed to UI/UX development and bug testing