



TAN YI ENN

Marketing & Public Relations

With a background in arts, fashion, and media, I'm passionate about Marketing and Public Relations, driven by a passion for innovation, storytelling, and building meaningful brand connections.

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Singapore

Education

Bachelor in Fashion Media & Industries

Lasalle College Of The Arts
2023 - 2026

Diploma In Interior Design

Singapore Polytechnic
2020 - 2023

Expertise

Digital Marketing

Branding

Graphic Design

Public Relations

Events Marketing

Language

English

Chinese



Work Experience

SEP
2025
-
MAR
2026

WORKATO Events Marketing

Events Marketing, Intern

- Events marketing professional with experience supporting AI product launches, demos, and partner activations.
- Skilled in planning and executing end-to-end events, from concept to on-site operations.
- Strong at translating technical AI concepts into clear, engaging event experiences.
- Experienced in coordinating cross-functional teams (product, BT, engineering).

MAY
2025
-
AUG
2025

MLB Marketing & Public Relations

Marketing & PR Intern

- Planned and executed integrated marketing campaigns from concept to rollout.
- Designed digital assets (posters, banners, social media postings) and pop-up event layouts for campaign visuals.
- Managed vendor sourcing and budget control to ensure smooth campaign execution.
- Collaborated with social media influencers to drive brand engagement and outreach.

AUG
2023
-
DEC
2024

MLB Singapore

Part Time Retail Associate

- Supported in-store visual merchandising to maintain an appealing retail experience.
- Ensured back-of-house tidiness and conducted regular inventory checks.
- Provided customer service and operated the cash register for smooth transactions.