





TAN YUAN TIAN

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PERSONAL PROFILE

Being a self-driven and proactive individual, I am confident in my abilities in working both independently and in teams. As a strategic thinker, I have developed strong critical and analytical skills to learn and adapt in fast-paced environments.

CORE COMPETENCIES

Communication
Interpersonal Skills
Project Management
Teamwork
Leadership
Problem-Solving
Social Networking
Digital Marketing

ACHIEVEMENTS



Edusave Good Progress Award 2018



National Youth Achievement Award (NYAA)



Trybe Leadership Programme



Future Leaders in INnovation Transformation (Batch 10) (FLINT) Programme



Rhythm 'N' Moves Studio
Basic Modern Dance

WORK EXPERIENCE

Freelance Graphic Designer

Present

- Finds passion in helping small businesses and start-ups grow an impactful, meaningful and lasting online presence.
- Provide graphic design, branding services
- Participated in President's Challenge 2020 as an illustrator
- Illustrate commissioned pieces for brands and peers
- Proficient in Adobe Creative Cloud Suite

Marketing and Communications Intern

Hustle and Bustle | Marketing Department | Jan 2021 - July 2021

- Attached to its biggest project to date - "Dale Chihuly: Glass in Bloom"
- Planning, developing and implementing marketing campaigns
- Copywriting and design for all marketing collateral, including EDMs, newsletters, emails, social media, websites, blogs etc with the help of Adobe Creative Cloud tools
- Curating social media calendars and managing of various social media channels
- On-the-day management of programmes, such as liaison with external vendors or visitors
- Coordinating with various stakeholders/partners for new/ongoing collaborations
- Competitor Analysis and Research

Event Crew

Mirage Flowers Chinese New Year Roadshow @ Novena | 2020

Royal Sporting House Roadshow @ Compass One | 2019

Education and Programmes Intern

Singapore Philatelic Museum | Education and Programme Department | Sep 2017 - Feb 2018

- Research, plan and execute education programmes for students and members of the public
- Execution and IC of "Meet Mr Postman" Programme
- Developing and designing craft ideas for souvenirs
- Setting up and executing event days such as Deepavali, Chinese New Year and Animania Sunday
- Executing Overnight Camps and Birthday Parties
- Gallery Checks

Service Crew

Cococane | Sep 2016 - Apr 2017

Intertech Electronics Ltd | Apr 2016 - July 2016

COMMUNITY ENGAGEMENT AND EVENTS

Volunteer Tutor

Happy Children Happy Future (HCHF) Sengkang | 2019 - 2021

- Regular weekly visits to the centre for tutoring sessions
- Facilitate game sessions
- Monitor children's progress in studies and behaviour

Performer

National Day Parade | 2019

Chingay Parade Singapore | 2017

National Day Parade | 2016

Chingay Parade Singapore | 2012

Inspire and Tapestry Dance Concerts in NASS | 2011 - 2014

Volunteer Facilitator

Run for Hope | The Run for Cancer Awareness and Cancer Research | 2016

Values in Action (VIA) Programme | 2014

PERSONAL AFFILIATIONS

- Current Member of Singapore Soka Association
- Was a member of Ngee Ann International Dance Club | 2011 - 2014

EDUCATION HISTORY

Singapore University of Social Sciences (SUSS)

Bachelor of Science in Marketing with Minor in Communications | GPA: 3.96 | 2018 - Present

Temasek Polytechnic (TP)

Diploma in Hospitality and Tourism Management | Feb 2015 - Apr 2018 | Pass with Commendation in Student Internship Programme (SIP)

Ngee Ann Secondary School (NASS)

GCE 'O' Levels | 3 Distinctions | Jan 2011 - Dec 2014

SKILLS

Microsoft Office Tools, Adobe Creative Cloud Tools, Procreate

LANGUAGE

English and Mandarin

INTERESTS

Illustrating and Graphic Design
Digital Marketing
Badminton and Kayaking
Singing and Dancing