**PERSONAL INFORMATION**

* Full name: Benedict Francis Leong Chun Mun
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**WORK EXPERIENCE**

Health Promotion Board, Talent & Leadership Development, HR: **Internship**. 2022, summer.

* Reviewed and initiated a **scholar recruitment and selection program** and **developed an assessment centre** to select future leaders.

Ministry of Defense, Defence Psychology Department: **Internship.** 2022, summer.

* Central driver in launching the Ministry of Defence **nudge (behavioural insights) unit to develop behaviorally informed policies** leveraging Design Thinking, Psychology & Behavioural Economics.

Capital Research: **Founder**. *2020 – present*

* Started up a market research company that delivers **data-driven strategies with psychological insights.**

Social Entrepreneurship Dream Human Resource: **Founder**. *2019 – 2021*

* Providing seamless employment services to migrant construction workers at a fraction of the cost and time in a **humane and ethical manner**.

Blackbox Research: Internship/Contract. *2018 – 2019*

* Conducted a full spectrum of market research processes: implementing research design, advanced predictive data analytics, insights and strategy development.

**EDUCATION**

**Singapore Management University**, School of Social Sciences. *Aug 2021 – present*

* A double degree Bachelors in Social Science and Bachelors of Business Management.   
  CGPA: 3.95/4.00.
* Notable modules: Statistics (A+ grade) | Introduction psychology (A+ grade)
* Awarded Health Promotion Board Merit Scholarship.

**Temasek Polytechnic**, School of Humanities and Social Sciences. *April 2016 – Feb 2019*

* **Diploma with Merit** in Psychology Studies. CGPA: 3.92/4.00 (10 Distinctions).
* **Dean List** two years running (2018 & 2019): In recognition of the top 10% of students in the cohort.
* Skills Mastery Award: In recognition of strong **mastery of course-specific skills** through achievements at competitions, research, projects, conferences, and symposiums.
* Trybe Prize: In recognition of **best student** in Assessment & Personality.

**NOTABLE PROJECTS AND INDUSTRY COLLABORATIONS**

Using Behavioural Insights (BI) to Nudge the Consumption of Sugarless Beverages. *2019*

* Supporting Singapore’s Health Promotion Board (HPB) in taking an upstream approach towards combating diabetes by promoting healthy drinks.

Using BI to Increase Voluntary Sign-Up Rates of a Smoking Programme. *2018*

* Reducing incidence of smoking behavior by nudging current smokers to sign-up from HPB’s smoking cessation programme.

An Investigation on the Effects of Delivery Method on Learning. *2018*

* Investing the effectiveness of flashcards versus traditional notes for learning to support better learning in institutes of higher learning.

An Investigation into the Relationship of National Identity with Cultural, Historical and Socio-Political Perception and Knowledge. *2017*

* Understanding factors that predict National Identity in efforts to cultivate a stronger national identity in Singapore.

**CONFERENCES, COMPETITIONS, AND AWARDS**

Singapore Psychology Research Awards. *2018 & 2019*

* Presented student-led psychological research and **clinched two awards across two consecutive years**.

Temasek Polytechnic Psychology Conference*. 2019*

* Delivered the address to the psychology faculty, GOH and VIPs on all research conducted during the academic year by all students.

Criminal Behaviour Analysis Competition. *2018*

* Organised by Home Team Academy to encourage students to apply their knowledge of forensic psychology in real case studies - Clinched **2nd Runner up**.

**COCURRICULAR ACTIVITIES**

Singapore Management University, **President** of Psychology Society. 2022.

* Launched and developed SMU’s first Psychology Society
* Taking a scientist-practitioner approach - focusing on industry collaborations, and solving real world issues

Temasek Polytechnic Psychology Faculty Exco **President** and Deputy Events. *2017 – 2019*

* Nurtured a culture of growth and passion in Psychology in the faculty through events.
* Organized a number of significant, large-scale events.
* Notable initiatives: Peer support system, textbook resale system, and community outreach programme.

Temasek Polytechnic Social Science Faculty **Subcommittee** and camp commander. *2017 – 2019*

* Planned and facilitated two key events to promote bonding within School of Social Sciences.
* Led a team of 30 to organise a school-wide event for over 150 students. Praised for a highly well-organized and engaging event.

Temasek Polytechnic Enactus Club Social Entrepreneurship **Subcommittee**. *2017 – 2018*

* Solved real-world pressing social issues with long term viable and sustainable business solutions.

**PRO-BONO WORK & VOLUNTEERING**

Better.sg: Project Call Home. *2021 – Present*

* Providing migrant construction workers free call services to communicate with their families and developing a migrant worker community in Singapore.

Voluntary Tuition, Mentoring and Coaching of an underprivileged child. *2016 – Present*

* Provide mentoring and coaching for academic success, career preparation, skills development, and personal branding. Improved his grade from fail to A.

Humanitarian Organisation for Migration Economics. *2019*

* Helped over 100 migrant workers with various issues such as medical, financial, and legal issues. Personally saw to three cases wherein workers won compensation for their workplace injuries in the supreme court.

Overseas Voluntary Community Project. *2018*

* Built a school with four classrooms and prepared lesson materials for over 160 students to give them access to formal education to break the poverty cycle.

**SKILLS AND PROFICIENCIES**

Core

* Public speaking. Data analysis. Research. Project management. Marketing. Strategy. Creative problem-solving. Analytical thinking.

Software & programming

* Word processing, spreadsheets & presentation software. SPSS. Basic R. Jamovi. Tableau.