

## Song Jia Juan

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### EDUCATION

**Singapore Management University** **Aug 2021 – May 2025**

*Bachelor of Social Science (Psychology) w/ Second Major in Health Economics and Management*

**Ngee Ann Polytechnic** **Apr 2018 – Feb 2021**

*Diploma with Merit in Business Studies*

- Specialized in Human Resources and Business Digitalization.
- Akaraka Scholar from 2019 to 2021.
- TFI SCALE Overseas Leadership Exchange Programme, National University of Laos.
- Chinese Language and Culture Programme, Chongqing University.
- Top in cohort for Accounting & Finance module.
- Director's List – top 10% of cohort in three semesters.

### WORK EXPERIENCE

**Red Crowns Senior Living Pte Ltd** **Dec 2022 – Jan 2023**

*Care Executive*

- Improved residents' quality of life through weekly engagement in activities.
- Developed guidebook to aid caregivers in dementia care.
- Digitized information with 100% accuracy to facilitate operational efficiency.

**Arts House Limited** **Nov 2019 – Jun 2022**

*Usher and Registration Crew*

- Delivered excellent customer service to guests.
- Welcomed and ushered guests to seats in an orderly fashion and with a hospitable disposition.
- Verified ticketed guests while simultaneously managing walk-in guests.
- Maintained cleanliness of working area to ensure comfortable environment for guests.

**People's Association** **May 2021 – Aug 2021**

*Constituency Officer*

- Resolved issues for 80 residents daily with a professional, friendly, and patient attitude.
- Performed administrative, finance, and logistics duties with 100% satisfaction rate.

**LegisComm Pte Ltd** **Nov 2020 – Feb 2021**

*Digital Marketing Intern*

- Improved social media outreach through analysis of monthly statistics and strategies.
- Executed a monthly social media calendar for up to 7 social accounts.
- Optimised Facebook and LinkedIn ad campaigns on Ads Manager that grew followers by 5%.
- Led website development on WordPress using SEO strategies and improved workflow by 75%.
- Maintained positive client relationships through prompt delivery and follow-ups.

**FoodXervices Inc. Pte Ltd** **Jun 2020 – Nov 2020**

*Business Digitalization Intern*

- Streamlined business processes through workflow documentation using UiPath.
- Enhanced customer service efficiency by automating telephone answering system.
- Edited videos for marketing campaigns using Adobe Premiere Pro.
- Prepared daily invoices to facilitate efficacy of sales and logistics teams.

### LEADERSHIP EXPERIENCE

**Uni-Y** **Jan 2023 – Dec 2023**

*Vice President (Internal Affairs)*

- Mentored and supported a team of 5 in university-wide recruitment and engagement efforts.
- Enabled timely and accurate updating of volunteer database.

**SMU Social Science Society (SOCIETY)****Jan 2022 – Dec 2022***Professional Development & Academic Associate*

- Executed 5 academic-related events hosting over 350 students.
- Managed operational, logistical, marketing, and administrative matters of event planning.
- Conducted 2 workshops for over 50 students with 90% satisfaction rate.

**SMU Student Association – Vivace (CCA Fair)****Mar 2022 – Aug 2022***Honorary General Secretary*

- Led registration process in collaboration with 6 departments, training over 40 crew members.
- Organized meetings, structured agendas, and recorded minutes for 42-person committee.
- Coordinated schedules across 10 departments for weekly progress check-ins.
- Formulated Standard Operating Procedures (SOPs) to streamline processes.
- Conducted post-event surveys and after-action reviews to assess areas for improvement.

**SKILLS AND INTERESTS**

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**Skills:** Highly proficient in Microsoft Excel, Word, PowerPoint, Canva, and Google Drive. Proficient in Adobe Photoshop, Lightroom, Premiere Pro, and R Studio.

**Interests:** Investing, Bahasa Melayu.