

# ALYCIA HO

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## EDUCATION

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**SINGAPORE MANAGEMENT UNIVERSITY** Aug 2019 – Present

Candidate for Bachelor of Social Sciences

- Double Major in Psychology and Marketing

**ST JOSEPH'S INSTITUTION INTERNATIONAL** Jan 2017 – Nov 2018

IB Diploma

- All 3 Higher Level Subjects (Psychology, Geography, English Literature) achieved an A.

## WORK EXPERIENCE

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### Frasers Hospitality

**Learning and Development Intern**

May 2022 – Aug 2022

- Assist with the design and implementation of onboarding programmes, including review and integration of programme structure across business units.
- Conceptualise, design and develop communication materials to support learning initiatives/programmes.
- Support in the design, development and implementation of content digitisation to support new forms of learning.
- Assist with the research and implementation of new learning technologies to improve learning experience
- Establish the structure to collate, process and analyse people data to provide meaningful metrics for development planning and improvement.

### SGTech (Formerly- Singapore InfoComm Technology Federation)

**Sustainability Intern**

Jun 2021 – Aug 2021

- Managed the launch of SG Tech's Sustainability Committee
- Orchestrated and launched a new Sustainability initiative, eRevival Square
  - Awarded as the runner-up for "Public Service Team of the Year 2021: Climate Heroes" by [Apolitical](#)
- Main point of contact for internal and external stakeholders
- Executed pre- and post-event marketing collaterals
- Liaised directly with the design house on the development of marketing collaterals on sustainability; and supported the marketing team with EDM and social media postings

### NATIONAL UNIVERSITY OF SINGAPORE- Faculty of Law

**Contingent Management Assistant**

Apr 2019 – Jul 2019

- Coordinated with events department to support and plan the 16<sup>th</sup> Asian Law Institute (ASLI) conference
- Developed personal level of expertise in Excel, Word, and PowerPoint by tackling day to day requirements

- Performed administrative support by handling participation queries and performed appropriate actions thereafter as the ASLI secretariat
- Enhanced leadership and verbal skills by attending bi-weekly team meetings to review the progress of the conference
- Liaised with external event vendors for F&B, Registration and logistics support

## **LEADERSHIP & COMMUNITY INVOLVEMENT**

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### **Uni-Y Marketing Director**

Jan 2021 – Present

- In charge of all ideation and creation of marketing collaterals (Email EDM, Event Posters)
- Copy writing and designing for all social media posts (Instagram: @uniygs)
- Creation of monthly content calendar

### **Uni-Y (Y-Tutor) Programmes and Logistics Subcommittee**

Apr 2020 – Dec 2020

- Spearheaded recruitment of volunteers
- Liaised with YMCA Singapore to match volunteers with profiles of youths at risk
- Organised online Zoom meetings and tutoring between youths and volunteers

## **SKILLS AND INTERESTS**

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- Achieved a Distinction in Smartcademy Intro to Digital Marketing Course
- Experienced in Microsoft Word Suite, PowerPoint, Excel, and SPSS
- Effectively bilingual in English and Mandarin