

POH XIN YI

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EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY Bachelor of Social Science

Aug 2019 – May 2023
(expected)

- GPA: 3.86/4.0 (Summa Cum Laude-With Highest Distinction)
- Awarded SMU School of Social Sciences Dean's List 2019/20
- Exchange programme with Nanyang Technological University (Jan 2021 – Apr 2021)
- Teaching Assistant for PSYC001 INTRODUCTION TO PSYCHOLOGY (Under Prof. Andree HARTANTO for 2020/21 Sem 2)
- Psychology Research Assistant for Prof. Andree HARTANTO (2020/21 Sem 2)

Singapore Polytechnic Diploma in Tourism and Resort Management

Apr 2016 – Mar 2019

- Final GPA: 3.897/4.0
- Awarded SP Scholarship (2016-2019), Changi Airport Gold Medal (Top graduating student) (2019), Model Student Award (2019)
- Receiver of Director Honour Roll (2016-2019)
- Member of Singapore Polytechnic Outstanding Talent

EXPERIENCE

Adulting Challenge

Sep 2019 – Current

Marketing Director

- Spearheaded initiative's social media marketing (Advertisements, online campaigns)
- Doubled initiatives' Instagram followers from 250 to 504 in 3 months
- Translated requirements into polished, high-level designs for collaterals
- Oversaw, coordinated and host online (Zoom) events and forums

Jetstar Asia Airways

Mar 2018 – Oct 2018

Customer Service Intern and Inflight Service Assistant

- In charge of in-flight services administration (airline catering and duty-free management) and daily office operation
- Liaison between department and SATS Catering and DFASS
- Coordinated daily data collation and analysis, management of crew recruitment and training process and Jetstar's Levarti Digitalisation Project
- Awarded distinction for the internship

CO-CURRICULAR ACTIVITIES

Honorary General Secretary, SMU Caderas Latinas SMU's Premier Salsa Club

Jan 2021 – Current

- Oversee club administrative matters, acts as a liaison officer between the club and external parties, vetted and disseminated information released by the club and executive committee

Marketing Deputy, SMU Re-X SMU's Pioneer Retail Club

Jun 2020 – Current

- Responsible of managing club's image, social media marketing and creation of collaterals and videos

Project Coordinator (Executive Committee), Singapore Polytechnic Ambassador

Apr 2017 – Mar 2018

- Spread headed manpower allocation process for both school-wide and club events which include but not limited to Graduation Ceremony and S Rajaratnam Endowment Youth Model ASEAN Conference

SKILLS & INTERESTS

- Passionate about the retail industry, tourism industry, customer experience and marketing
- Software: Highly proficient in Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat and Microsoft Office
- Skilled at Public-Speaking, Design-Thinking and Data-Analysis
- Language fluency: Effectively bilingual in verbal and written English and Mandarin