

ANGEL LEE

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EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY

Aug 2020 - Present

Bachelor of Social Science

- Double major in Psychology and Marketing

CATHOLIC JUNIOR COLLEGE

Jan 2018 – Nov 2019

GCE Advanced Level

- Principal's List (Term 2 2018), Edusave Award for Achievement, Good Leadership and Service (EAGLES) 2019, Singapore Schools Sports Council Colours Award 2019

RELEVANT EXPERIENCE

SINGAPORE MANAGEMENT UNIVERSITY

Dec 2021 – Sep 2022

Research Assistant Under Professor Marko Pitesa in the field of Organisational Behaviour and Human Resources

- Assisted in the creation of 9 surveys for a leadership research study
- Organized participant data using Excel to track participation across two studies

Kura Kura

Mar 2021 – Dec 2021

Growth Associate

- Spearheaded mental wellness content on social media platforms to educate Gen Zs on the various tenets of Positive Psychology
- Researched on mental wellness products and trends in Singapore, USA and China for generating competitor analysis and user personas which resulted in a stronger Unique Selling Point for the application
- Extracted user experience feedback through user testing with 70 users via Google survey and structured interviews, followed by data analysis to provide recommendations to redesign the application's interface
- Worked closely with merchandise suppliers for the Kickstarter campaign on product specifications and quality control issues; identified and implemented corrective actions with suppliers which ensured our Kickstarter supporters received their merchandise

LEADERSHIP AND CO-CURRICULAR ACTIVITIES

SMU Peer Helpers

May 2022 – Present

Peer Helpers Executive Committee (Director of Associate Programme, Logistics and Facilities Management)

- Planned and executed recruitment drives and information sessions that increased club membership by 156%
- Organised orientation events for new members with interactive segments and bonding games which resulted in increased bonding between members and a smoother transition from Associate member to Peer Helper
- Developed an interview manual and streamlined interview processes

Member

Jan 2021 – Present

- Trained in Cognitive Behavioural Therapy, Mental Health First Aid, Suicide Assessment and Intervention and Psychological First Aid
- Conceptualised and facilitated a workshop on peer helping and self care for 8 SMU students
- Conducted weekly mentoring sessions with participants of the Peer Helpers Associate Programme

Freshmen Arts and Cultural Experience (FACE) camp

July 2021

Facilitator

- Lead and promoted interest in SMU's Arts and Culture clubs to a group of 8 students through a series of experiential workshops

Social Entrepreneurship Challenge in the Indo-Pacific (SECIP)

July 2021

Participant

- Evaluated current recycling efforts in Singapore and designed an application prototype using Figma aimed at increasing rates of recycling in Singapore
- Designed a reflection [portfolio](#) for the programme using Google Sites

Citi Foundation-SMU Financial Literacy Club

June 2021 – Sept 2021

Organizing Committee for the Citi-foundation SMU Financial Literacy Symposium 2021 (Marketing)

- Created collateral for social media and email marketing campaigns which attracted 700 participants

Catholic Junior College**Jan 2018 – Nov 2019*****Sports Leader***

- Planned and executed games for the annual Sports Day
- Assisted in setting up games and conveyed instructions to classmates

VOLUNTEER EXPERIENCE

SG Psych Stuff**June 2022 – Present*****Writer***

- Proposed topics and reviewed journal articles to write long-form content to raise awareness on mental health in Singapore

SMU Accounting Society's Project Moolah**Jan 2021 – Dec 2021*****Facilitator***

- Engaged secondary students through conducting games to increase their financial literacy on key topics such as Budgeting, Investing and Retirement

Bone Marrow Donor Programme (BMDP)**April 2020 – April 2021*****Writer***

- Designed and created content for the quarterly Ambuzzador newsletter to update BMDP volunteers on events and volunteer opportunities

Carpe Bloom**Feb 2020 – May 2020*****Writer***

- Generated long-form articles on social impact topics
- Designed and published content for social media marketing

SKILLS & INTERESTS

- Proficient in R, SPSS, Microsoft Office Suite
- Fluent in both English and Chinese
- Certification: Mental Wellness Training by Silver Ribbon, Social Psychology by Wesleyan University
- Interests: Dance, Yoga, Film