

Nicole Chen Ruiying

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ACADEMIC QUALIFICATIONS

SINGAPORE MANAGEMENT UNIVERSITY (SMU)
Bachelor of Social Science (Major in Psychology)

Aug 2018 – Present

NANYANG TECHNOLOGICAL UNIVERSITY (NTU)
SUSEP – Singapore Universities Student Exchange Program

Jan 2020 – Apr 2020

- Read the course HL2005 Victorian Literature

AWARDS

APS Student Diversity Registration Award 2021

RESEARCH EXPERIENCE

DAWNLab @ Singapore Management University
Student Researcher/Independent Project Student

Oct 2020 – Present

- Responsibilities involve data collection, data screening, coding, writing/editing of manuscripts, project presentations

Norm's Lab @ Singapore Management University
Research Assistant

Oct 2020 – Present

- Responsibilities include compiling of literature and data, assisting of graduate students with their data collection

MANUSCRIPTS UNDER REVIEW

Hartanto, A., Majeed, N. M., Lua, V. Y. Q., **Chen, N. R. Y.** (1st revise & resubmit). Dispositional Gratitude, Health Behaviours, and Lipid Profiles in Midlife: A Biomarker Study. *Health Psychology*.

CONFERENCE PAPERS & POSTERS

Chen, N. R. Y., Majeed, N. M., Lua, V. Y. Q., & Hartanto, A. (2021, May). *Let's appreciate the positives in life: Dispositional gratitude is associated with healthier lipid profiles*. Poster accepted for presentation at the 2021 APS Virtual Convention and Poster Showcase

ONGOING PROJECTS

Chen, N. R. Y., Majeed, N. M., Lua, V. Y. Q., Hartanto, A. (manuscript in preparation). Nature and Subjective Well-Being: A Meta-Analysis

Majeed, N. M., **Chen, N. R. Y.**, Chong, J. S., Kaur, M., Wong, J., Hartanto, A. (stage 3 data screening). Dispositional Optimism and Sleep Quality: A Meta-Analysis

AD-HOC REVIEWER

Publons Profile: <https://publons.com/researcher/4013287/nicole-chen/>

Brain Sciences

Current Psychology

Educational Sciences

International Journal of Environmental Research

ACADEMIC MEMBERSHIPS

Association for Psychological Science

Society for Personality and Social Psychology

WORK EXPERIENCE

Shopee

May 2021 – Present

Brand & Growth Marketing (SEO-Tech) Intern

- Supporting Big Campaigns through ranking check, SERP log, microsite SEO component checking
- Responsible for keyword level competitive research project

Anywhr

May 2020 – Dec 2020

Digital Marketing (SEO and Content) Intern

- Liaised with various influencers, media personalities and other stakeholders to conduct interviews for feature articles
- Performed Search Engine Optimisation (SEO) audits on articles – increasing audience reach by 60%
- Troubleshoot URLs using Google Search Console, Google Pagespeed and Structured Data Testing
- Investigated and resolved technical SEO issues using Ahrefs
- Managed and coordinated Anywhr’s Airtable – a cloud collaboration database
- Indexed and optimised Anywhr’s URLs using Google Search Console

COMMUNITY SERVICE

Mentor, REACH Youth Mentoring Programme

Jan 2019 – Dec 2019

- Mentored a youth mentee – weekly mentoring sessions to affirm and inculcate values of confidence, character, compassion, care, competence and connection to mentee

ADDITIONAL INFORMATION

- Languages: Fluent in English and Chinese. Proficient in Korean and Cantonese.
- Hobbies & Interests: Dance, Journaling, Extreme Sports, Mentoring
- Skills: Microsoft, SPSS, R, Canva, SurferSEO, Ahrefs, Google Search Console, Google Analytics