

NICOLE TEO LEE ANNE

ABOUT ME

Hi! I'm currently a Penultimate student in SMU. A little about myself- As a curious & avid learner, working in the Tech startup & Cloud/Datacenter sphere has cultivated my strong interest in all things digital, while not at the expense of the well-being of people.

EDUCATION

2019 - 2023 • **Singapore Management University**
BSc (Hons) in Social Sciences (Psychology) & Technology for Business
2017 - 2018 • **Catholic Junior College**
A Levels

RELEVANT WORK EXPERIENCES:

2021 **Head of Marketing, Podcast & Content Creation**

Formative Search • August - December

Formative Search is a Recruitment agency specialising in the Renewable Energy, Technology & Legal sectors throughout the APAC region.

Project Management & Branding Development

- Formulating new business initiatives to enhance client engagement
- Content strategising to maximise client outreach & overall business development
- Managing the live Website, CRM, Social Media
- Market research & analysis on trends & news in the Renewable Energy, Tech, and Legal space

Business Development Executive

W.Media • May - August

W.Media is a Tech Publishing Company & Community Hub. Their taxonomy includes breaking news, digital marketing and events targeted at Cloud/IT, Datacenter and Digital Transformation.

Product Design, Development & Marketing

- Created & presented product & sales pitch slides and collaterals
- Lead generation through extensive market research & data analysis in ANZ Datacenter & Cloud Industry

Event facilitation

- Organised & facilitated the "Australasia Datacenter Market Insights Webinar" & it's entire processes, notably: Inviting & liaising with speakers, Sourcing/Inviting clients, Design collaterals (Pre-event marketing), Actual event facilitation (backend processes), Sorting technical difficulties during event, Preparing database reports

Community Content

Kr-Asia • January - April

KrASIA is a tech media platform that covers news from the tech and startup ecosystems in China, Southeast Asia and India. From fund-raising news to analysis of the latest tech trends, they keep up with the developments of Asia's tech scene & disrupters in the industry.

Project Management

- Spearheaded a journalistic series on Oasis by KR-Asia, centered around personal stories from the successful various tech & youth entrepreneurs in SEA.
- Conducted video interviews with youth entrepreneurs.
- Transcription and editing of audio interviews.

External Communications

- Reached out & liaised with potential Key Opinion Leaders (KOL) for the series
- Managed communications with KOLs throughout the entire process

Social Media Management

- Copywriting & design marketing collaterals on the relevant social media channels: LinkedIn, Twitter, Instagram

2020 **Brand Representative & Customer Success**

Roboto Coding Academy • July - December

Roboto Coding Academy is a Singapore premier Coding Academy. They provide coding courses specially designed for young children and teenagers.

External & Internal Communications

- Served as the intermediary for communications between parents and instructors

Brand Advertising & Management

- Promoted and pitched to clients about Roboto's current product offerings
- Used multiple platforms (Hubspot, Xero etc) and in charge of managing many administrative duties.

2019 **Information Technology Designer**

Mind Stretcher • January - July

Mind Stretcher is one of the largest Tuition & Enrichment agencies in Singapore.

- Product software tester
- Produced and designed interactive worksheets for students to be presented to the Head of Office.

RELEVANT LEADERSHIP EXPERIENCES :

2021 **Project Director**

Rotary Club of SMU • April 2020 - June 2021

Rotary International is an international service organization that aims to provide humanitarian service and to advance goodwill and peace around the world.

Event Production & Project Management

- Led an Organising Committee of 11 on 'Project Bloom', which worked with Down Syndrome Association (DSA)
- Planned & led interactive sessions between volunteers (31 members) & target beneficiaries
- Produced timelines & schedules for the programs conducted during the entire project

External Communications

- Engaged beneficiaries & caretakers before, during and after the sessions, and frequently sourced for feedback to ensure constant improvements after each IS.
- Fostered efficient communication and close ties with the external organisation partners.

2020 **Campus Radio Deputy Director**

SMU Broadcast & Entertainment • January - December

SMUBE provides specialised services in hosting, podcast recording, video production, event technical support and marketing communications.

Project Facilitation & Management

- Facilitated every project throughout, from client communications, pre-and-post production, content editing and recording.
- Hosted & conducted video interviews with respective clients
- Producing and editing videos & audio content to be uploaded onto Youtube

External Communications

- Prepared and submitted timely presentations/proposals to upper management during weekly meetings.
- Engaged with external organisations when conducting Professional training.
- Sourcing & contacting prospective clients for interviews
- Managed correspondence (emails etc.)

Program Deputy Director

SMOO Challenge • February - September

SMOO Challenge is a university-wide project that raises funds for underprivileged SMU students, fosters community spirit, and enhances physical and mental wellness. It also conducts 8 Outing Sessions every year with students from Mountbatten Vocational School (MVS), Singapore.

Event Planning, Facilitation & Production

- Led a team of 6 and initiated, discussed ideas, and eventually planned and organised every session.
- Produced timelines & schedules for the programs conducted during the entire project.
- Led and facilitated the sessions, while also providing technical support to 4

Internal Communications

- Led & supervised department's meetings in facilitating discussions and pitching of ideas

RELEVANT TECHNICAL SKILLS:

Proficient Design/Editing Software:

Figma, Adobe Premiere Pro, Adobe Audition

Tools & Technologies:

Tableau, MySQL

CRM Software/Workspaces:

Hubspot, Wordpress, Slack, Asana, Xero, Volcanic, Vincere, Feishu, Mailchimp, Hootsuite

Licenses & Certifications:

[HTML, CSS, and Javascript for Web Developers](#)

[Increase SEO Traffic with WordPress](#)

[HTML Essential Training](#)

Introduction to User Experience Design