

Yow Enning

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Intentions

To find an starting position in advertising that allows me to expand my knowledge of industry practises. To grow in an environment that challenges and provokes creativity.

Education

SINGAPORE MANAGEMENT UNIVERSITY (SMU) 2005 - present
Bachelor of Science (Economics)
Bachelor in Social Science (Political Science)
Grade Point Average: 3.76 out of 4

VICTORIA JUNIOR COLLEGE (VJC) 2003 - 2004
Cambridge GCE 'A' Levels

Achievements

WINNER, CAPITALAND RETAIL MARKETING COMPETITION 2007
Developed integrated marketing campaign to sell an IT shopping mall, beating 101 teams nation-wide

SECOND RUNNER-UP, FUTURETALENT AWARDS 2007
Beat 29 other teams in devising a branding strategy for Singapore's football league

DEAN'S LIST, SMU 2005 - 2009

Employment

CREATIVE - FRONTEDGE CAPITAL 2007
Developed web layouts and user-interface for company's technology start-ups
Designed marketing visuals and other materials

RESEARCH INTERN - CIVIL AVIATION AUTHORITY OF SINGAPORE (CAAS) May - July 2007

DESIGNER - SCHWAB FOUNDATION Jan - May 2007
Created layout and user-interface for the Foundation's new website and online publishing platform

Involvement

EDITOR-IN-CHIEF - BLURT! MAGAZINE, SMU 2005 - 2007
Led a 20-man team responsible for editorial, layout and marketing
Initiated major improvements in magazine's content and aesthetics, increasing circulation by 25% within the year

PARTICIPANT, BUSINESS STUDY MISSION TO NEW YORK CITY, SMU 2009

TEACHING ASSISTANT, CREATIVE THINKING CLASS, SMU 2007

STUDENT REPRESENTATIVE, CT COUNCIL, VJC 2003 - 2004

WRITER, WRITERS' CIRCLE, VJC 2003 - 2004
Organised the school's first poetry-performance event

VOLUNTEER, OVERSEAS COMMUNITY INVOLVEMENT PROGRAMME TO NEPAL 2003

SCRIPTWRITER, SINGAPORE VIDEO AWARDS COMPETITION 2003

Skills & Interests

LANGUAGE : English (written and spoken), Chinese/Mandarin (conversational), Cantonese (conversational)

COMPUTER : Microsoft Office, Apple's iWork, Omnigraffle, Adobe Photoshop

MISC. INTERESTS : Musical theatre, computer gaming, typography, Dungeons & Dragons