

Yi Hui LENG

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EDUCATION

Singapore University of Social Sciences

Jul 2020 – Jul 2024

Bachelor of Science (Hons) in Marketing with Minor in Analytics

- CGPA 4.13/5.0

Temasek Polytechnic

Apr 2015 – Apr 2018

Diploma in Business Information Technology

- GPA 3.53/4.0

WORK EXPERIENCE

Unilever

Jan 2024 – Jun 2024

Customer Development Intern | Unilever International – Diaspora (Multiregional)

- Managed key account to extend Hindustan Unilever brands e.g. BRU, BOOST, Horlicks, Kissan, Lakme, Clinic Plus, and Hamam in Singapore & ensure end-to-end order fulfilment, achieving sales of over €241,000 in H1 2024
- Executed strategic trade and KOL marketing to establish multi-brand presence among targeted audiences, achieving over 324 followers, 22,000 impressions, and 15,000 reach within 3 months
- Forged strategic partnerships with key associations and community centers to conduct targeted drink sampling, enhancing brand presence and consumer engagement by distributing over 4,400 cups at 7 events within 2 months
- Led the transformation of e-commerce storefront design & vouchers to better target customers, focusing on increasing sales orders & enhancing customer experience at every interaction

MyRepublic

Jul 2023 – Dec 2023

Product Marketing and Marcom Intern

- Assisted in product launches and established strong competitiveness through detailed product and pricing analysis, achieving a 20% reduction in time-to-market
- Forged strategic partnerships with affiliates, vouchers, brands, and KOLs to amplify brand exposure & product visibility through tailored product communications, bundling & promotions, yielding a combined reach over 1.5m
- Coordinated creation of marketing collateral, e.g. POSMs, socials, website, and eDMs, and ensured the alignment of consistent branding and communication across all materials

Shopee

Feb 2023 – Apr 2023

Account Management Intern, Lifestyle – Sports/ Auto/ TDS | Business Development

- Analysed performance of key accounts and conducted trend analysis of market industries to establish effective strategies, yielding an overall incremental competitiveness of estimated 3% MoM
- Executed thematic campaigns (Double digit, Shopee Mall Sales, 25SSS), initiatives, and performance-tracking across Sports/ Auto/ Travel, Dining, & Services (TDS), fulfilling strong competitiveness on spike days
- Automated internal processes using advanced excel formulation, improving efficiency by over 10 man-hours/week

ShopBack

Jun 2022 – Dec 2022

Retail and KOL Marketing Intern

- Spearheaded retailtainment initiatives and forged good relations with vendors and partners, fulfilling over 40 merchant activations with a 30% cost reduction overall
- Coordinated with internal teams to formalise POSM for campaigns, e.g. Culture Cartel, & BAU for over 1,700 outlets
- Yielded 5% incremental WoW on impression by establishing creative briefs and facilitated KOLs to support branding

Massive Infinity

Apr 2018 – Sep 2018

IT Project Management Intern

- Enabled a team of tech developers by integrating Agile project management using software (JIRA, confluence) to reduce project lead time by 30% and project cost over 40%
- Administered industrial clients' business requirements by translating requirements into functional system
- Amplified company's sales by 10% from negotiating with industrial partners, by providing cost-saving solutions

DBS Bank **Apr 2017 – Oct 2017**
Assistant Agile Product Owner – Contractor | Risk Management Group - Operational Risk **Aug – Oct**
Agile Product Owner Intern | Risk Management Group - Operational Risk **Apr – Aug**

- Directed a group of tech developers in India and locally to transform the legacy Governance, Risk, and Compliance system to reduce fragmentation among divisions and departments using Agile project management methodology
- Enhanced development process and reduced lead time from 4 weeks to 2 weeks by communicating, and negotiating stakeholders' requirement while reporting business terms as clear technical terms for developers

ACTIVITIES

SUSS Project 21 | Down Syndrome Association Singapore **Aug 2021 – Dec 2022**
Volunteer

- Co-designed digital outreach for SUSS Project 21 on educating Down Syndrome Awareness
- Organised monthly workshop for Down Syndrome youths on Zoom (zumba, origami folding, arts & crafts)

Business Information Technology Interest Group | Temasek Polytechnic **Apr 2016 – Apr 2017**
Vice President

- Fostered a group of student leaders to facilitate experiential learning in over 300 students
- Acquired good relations with industrial partners to develop and coordinate educational workshops, competitions, and volunteer social work (OCBC, OhMyGeorge FinTech, APSN, Willing Hearts)
- Coordinated butterfly-folding origami fund-raising campaign for APSN (Association for Persons with Special Needs) and raised a total of \$10,000

ACHIEVEMENTS AND AWARDS

- SUSS Impact Startup Challenge at Shenzhen, 2nd Place **Dec 2023**
- Daisy Phay TP Foundation CCA Scholarship Award **Apr 2017**
- CCA Merit Award (Leadership), Temasek Polytechnic **Apr 2017**

SKILLS AND COMPETENCIES

- **IT Skills:** HTML5, JS, CSS, JSON, SQL, Cordova, MS Custom Vision, WordPress, Eclipse, Python, R Programming
- **Project Management Skills:** Confluence & JIRA, HP Quality Center, MS Project, ClickUp
- **Software Editing Skills:** Wondershare Filmora, Procreate, Canva, CapCut
- **Others:** IBM SPSS Modular, Tableau, Power BI, SAP ERP, AutoCAD, Metabase, Holistics, Branch.io, Datasuite, Salesforce, Mailchimp