

## Mark YEOW

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### EDUCATION

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#### NATIONAL UNIVERSITY OF SINGAPORE

*Bachelor of Business Administration, Honours*

Aug 2018 – Jun 2022

- CAP Score: 4.3/5.0; Marketing and Finance Double Specialization
- Colours Award Recipient (2019, 2020)

#### ANGLO-CHINESE JUNIOR COLLEGE

*GCE 'A' Levels; Achieved Distinctions in Mathematics, General Paper*

Feb 2014 – Nov 2015

### EXPERIENCE

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#### CIRCLES.LIFE SINGAPORE

*Consulting Practicum | Field Service Project*

Jan 2021 – Present

- Developing end-to-end marketing campaigns to improve the awareness of “Data-Only” plans to its target audience

#### ARCADIER SINGAPORE

*Business Development and Marketing Intern*

May 2020 – July 2020

- Expanded the Arcadier Expert Partner network by 25% through landscape research, securing 6 new development partners to support clients’ marketplace builds; Also involved in client lead conversion through pitching on Zoom
- Curated externally facing marketing collaterals in the area of content marketing for Arcadier users and interested marketplace owners, garnering a reach of over 18,000 views online
- Chartered a standard operating procedure (SOP) to enhance the team’s adoption of Salesforce CRM, improve visibility of Arcadier’s pipeline and streamline lead conversion processes

#### FACEBOOK SINGAPORE

*Global Business Growth (In-market), Financial Services Intern | Facebook ENGAGE*

Jun 2019 – Aug 2019

- Identified over 15 opportunities after conducting landscape analysis to uncover growing businesses across various fin-tech verticals in South East Asia for the sales and products-team to help scale advertising efforts
- Designed a “Creative Best Practices” deck for the team to spark conversations and advise financial service clients, including major banks, on optimization for creatives; Deck received good feedback and was utilized in client meetings

### CO-CURRICULAR ACTIVITIES

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#### NUS MARKETING INTERACTIVE (MINT)

*Project Lead; FMCG Project with Unilever Singapore*

Aug 2020 – Nov 2020

- Headed a team of 6 in understanding the Wellness Ice-Cream market within Singapore through competitor, retail and consumer analysis; conducted focus group discussions (FGDs), surveys and local market assessments
- Developed recommendations to improve the penetration and marketing efforts of Unilever Singapore through social media engagement, packaging and distribution

#### NUS STUDENTS’ BUSINESS CLUB (BIZAD CLUB)

*President; 33<sup>rd</sup> Management Committee*

Aug 2019 – Sep 2020

- Led a team of 24 Management Committee members, comprising of Vice-Presidents, Secretaries, Directors and Project Directors, specifically organized into four cells – EXCO, Internal, External and Student Life
- Oversaw the communication of student-run events under NUS Business School through proposal vetting and pre- and post-event discussions; managed cross-functional teams across different committees
- Supervised the execution of over 20 events with an average participation rate of 100 students for each event, including the adaptation of many events to be conducted under the COVID-19 climate
- Represented the faculty as a Faculty President of the NUS Students’ Union (NUSSU); collaborated with 13 fellow Faculty Presidents and the EXCO of NUSSU to address raised student-related concerns within the university

*Vice-President (External); 32<sup>nd</sup> Management Committee*

Aug 2018 – Aug 2019

- Headed a cell of 6 directors, covering student career development, alumni networking, international relations, corporate partnerships, accountancy and the annual Bizad Charity Run, which raised \$250,000 in 2019.

#### TOUCH INTERNATIONAL

*International Volunteer*

Singapore

Apr 2018

- Volunteered as part of an international team to Dolakha, Nepal to aid in rebuilding efforts following the 2015 earthquake; Documented the entire mission trip through photography and videography
- Planned and facilitated a one-day educational program for children in the village which emphasized on the importance of education and the joy of learning; Coordinated and executed with cross-cultural teams

### ADDITIONAL INFORMATION

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- Language: English (Fluent); Mandarin (Conversant)
- Produced videography content for TH Bash, Dinner and Dance and Open House 2020, attracting over 10,000 views
- Experienced and well versed with Adobe (Lightroom, Photoshop and Premiere Pro) and Microsoft (Word, PowerPoint, Excel); Familiar with Salesforce CRM and basic Google Analytics
- Interests: Photography, Videography, Travel, Advertising, Football