

Soh Li Ying

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EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE (NUS)

Aug 2021 - Dec 2025

Major in Bachelor of Business Administration with Minor in Interactive Media Development

- Current CAP Score: 4.19/5.0, Specialization in Marketing

NANYANG JUNIOR COLLEGE

Jan 2019 - Nov 2020

GCE 'A' Levels

- Achievement 4 distinctions in Mathematics, General Paper, Physics and Economics

EXPERIENCE

CRUGAR HAUS SG

Mar 2021 - Jan 2022

Data Research Analyst Intern

- Processed over 5000 data entries in 3 independent projects to provide useful, reliable, and accurate insight into local market trends, collecting specific information client wants and need
- Increased data processing efficiency through improvising on current data processing template on Excel, in collaboration with the Research Intern Team

RAZER INC.

May 2024 – Jan 2025

Product Marketing (Lifestyle) Intern

- Managed and co-launched 7 global collaboration campaigns with brands like Sanrio and Epic Games via end-to-end conceptualization and management of marketing collaterals across digital platforms.
- Created and managed sustain marketing assets for 3 distinct product lines.
- Sourced and managed over 500 influencers/KOLs for seeding across lifestyle and gaming niches.
- Enhanced Razer's Lifestyle Product Page's UI/UX via Figma to boost user engagement.
- Conducted market research and competitor analysis on Every-Day Carry (EDC) bags, gathering customer insights and curating recommendations to enhance an existing product line.

ACHIEVEMENTS, LEADERSHIP & COMMITTEE EXPERIENCE

NUS BUSINESS CAMP

Sep 2021 - Jun 2022

Publicity Executive

- Led a group of 6 committee members in campus-wide publicity campaigns that attracted more than 600 sign-ups to be a participant of the 2022 NUS Business Camp
- Person in-charge of managing social-relations with students and public, accumulating over a thousand followers on Instagram over a span of two weeks

NUS BIZCONNECT

Sep 2022 – May 2023

Publicity Executive

- Working with a team of 7 in bridging relations between undergraduates and alumni of NUS Business School to connect various like-minded individuals
- In-charge of social media marketing within the team to extend outreach of organized events to attract interested participants

NYJC INTERNATIONAL SERVICE-LEARNING CLUB

Mar 2019 - May 2020

Publicity Executive

- Led a team of 25 selected individuals in planning and execution of lessons for over 200 deaf and mute students aged 7 to 18 to supplement quality of learning in Laos

SKILLS AND INTERESTS

- Fluent in written and spoken English and Mandarin, Korean (Elementary)
- Proficient in Microsoft Excel, Word & PowerPoint, Google Analytics, R, and Python
- Passion in digital art and UI/UX with knowledge in Adobe Photoshop, Procreate, Quarto, Figma & Canva
- Active volunteer at Willing Hearts