




AMOZ KUANG






D I G I T A L M A R K E T E R

CONNECT

 Amoz Kuang
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CONTACT

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 <https://kuangamoz.wixsite.com/main>

PROFESSIONAL STATEMENT

An analytical individual with a penchant to discover the underlying reason for things. With the ability to be independent, my taste for precision and complexity extends beyond the personality and craft, constantly seeking out new opportunities and a real experience. An endeavouring marketer seeking to secure a 6-month internship in the field of Branding, Advertising, and PR.

COMPETENCIES

PERFECTIONISM

- Unwilling to settle for second best. Will not complete a task until it is of highest possible standards.

CRITICAL THINKER

- Able to make rational decisions and conceptualisation based on objective analysis.

GOAL-ORIENTED

- Focused on the organisational mission and clear on his individual goals and tasking to achieving the bigger picture.

TOLERANT

- Accepts that new skills take time to cultivate and allows that others' make mistake.

IMPARTIAL

- Maintains an open mind to new possibilities and egalitarian stance of others' opinions.

APPROACHABLE

- Warm-spirited and appear poised to assimilate new entrants and unfamiliarity.

APLOMB




- Confident of his beliefs in complex situations (maintain composure), and undertake various issues at hand.

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DIGITAL MARKETER

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LOYAL

- Conscientious attitude with a conventional mindset, value invested in commitment outweighs that of personal interest.

SKILLS

MICROSOFT
OFFICE

ADOBE
CREATIVE SUITE

SKETCHUP

DREAMWEAVER

SPSS

SONY ACID

ACCOMPLISHMENTS

INTERNSHIP WITH ATOMZ !! | 2017

- Assisted in garnering 44K and 2.5K followers on 'Bugis Junction X Bugis+' on FB and IG respectively, through conceptualisation of events and online engagement mechanics.

FINAL-YEAR PROJECT | 2015

- Achieved 'Commendable Teamwork Award'; 3-Man team undertaking a 6-Man work load. Crafted viable retail business in a local context, under given circumstances.

CCA LEADERSHIP MERIT | 2014

- Fostered 15 Interests Groups in TP Business Schools; Saw an increase in IG Camp attendance by at least 30pax.
- Spearheaded a new event – BizFactor Singing Competition.

PART-TIME FASHION ADVISOR @ COS | 2014

- Participated in Store Audit, which reached record best in Asia Region for Store presentation/stock management etc. (Dec 2014; Westgate)

INTERNSHIP WITH FRASERS CENTREPOINT | 2014




- Corroborated in the increase of Bedok Point's customer shopfall by 10%, from Oct-Nov 2014, due to mall events and promotional executions.
- Reduced the number of vacant lease in Bedok Point by 15%.

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SINGAPORE RETAILERS ASSOCIATION-MASTERCARD SCHOLARSHIP | 2013

- Scholarship's Pioneer; Attained good experiential and academic achievements in 1st Year of Poly

NATIONAL RUGBY 'A' DIV U-20 PLATE RUNNER-UP | 2011

- Part of Millennia Institute's Rugby team; rose from bottom in the Plate Category to Runner-Up.

LEADERSHIP MERIT | 2010

- As class chairman and NCC (Sea) Senior, steered the attendance rate to an increase from 85% to 95% in both groups.

EDUCATION

UNIVERSITY OF SOUTHAMPTON | 2017 - PRESENT

- BSc in Marketing

TEMASEK POLYTECHNIC | 2015

- Diploma in Retail Management

ANGLO-CHINESE SCHOOL (BARKER ROAD) | 2010

- GCE 'O' Levels

EXPERIENCE

ATOMZ II! | ACCOUNT SERVICING ASSOCIATE | 2017

- Social Media Management (Content Curation/Creation)
- Conducted Research for Prospective Pitches
- Facilitated Creative Brainstorming

SINGAPORE ARMED FORCES | PLATOON COMMANDER | 2015 - 2017

- Led a Platoon force for Ops deployment
- Assessed Military Unit Training Lesson Directives
- Coordinated/Performed Various Unit Events
- Military Court Mitigator

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COLLECTION OF STYLE (H&M) | FASHION ADVISOR | 2014-2015

- Assisted Visual Merchandising of Store
- Sustained Stock Management
- Customer Service (Fashion Advice)

FRASERS CENTREPOINT TRUST | A&P COORDINATOR | 2014

- Secured Tenants Leases
- Executed Mall Events
- Oversaw Shopping Mall's A&P direction

ABERCROMBIE & FITCH | SALES ASSOCIATE | 2012 - 2013

- Rendered Customer Service
- Facilitated Inventory Management
- Promoting of the Brand

RENOVELL SERVICES PTE LTD | PHOTOGRAPHER | 2011 - 2012

- Delivered Photo taking
- Administered Basic Photography Edits
- Sales of Photographs

LEADERSHIP & CCA

SINGAPORE ARMED FORCES | PLATOON COMMANDER | 2015 - 2017

TEMASEK POLYTECHNIC | BUSINESS SCHOOL EXECUTIVE COMMITTEE | 2013 - 2014

TEMASEK POLYTECHNIC | CLASS CHAIRMAN | 2012

MILLENNIA INSTITUTE | RUGBY | 2011

ACS (BARKER ROAD) | NATIONAL CADET CORPS (SEA); 2ND SERGEANT | 2006 - 2010




ACS (BARKER ROAD) | CLASS CHAIRMAN | 2006, 2008, 2010

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VOLUNTARY ACTIVITIES

KHUN JACK | MARCOMMS SPECIALIST | 2015

Overseas Project (Chiang Mai)

- Revamped Khun Jack's retail store (Visual Merchandising)
- Assessed and Marketed the Khun Jack's brand identity
- Social Media control for the Trip

RIVERS OF LIFE CHURCH | WORSHIP-MUSIC TEAM; VOCALS | 2011 - PRESENT

- Welfare Executive for Choir section
- Involved in Ministry practices (music practices, book study)
- Facilitate/Lead at Special Events (Conferences, Christmas etc.)

CARE CORNER ORPHANAGE | STUDENT AMBASSADOR | 2011

- Assisted in the restructuring of management system
- Help to build a hydroponics system in the Orphanage
- Taught English at the Orphanage's public school

SOO'S NURSING HOME | VOLUNTEER | 2003 - PRESENT

Every Christmas, CNY & occasional festive

- Socialise with the Elderly
- Put up Performances for Entertainment

INTERESTS

