

Michelle Cao Mingxuan

SMU economics fresh graduate with a second major in marketing and extensive internship experience in digital marketing and marketing analytics.

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EDUCATION

Bachelor of Science (Economics) Singapore Management University

08/2020 - Present

Second Major in Marketing Singapore Management University

08/2020 - Present

WORK EXPERIENCE

Growth Marketing Intern

Castlery

05/2023 - 08/2023

Furniture company founded in Singapore, with markets in USA and Australia

Achievements/Tasks

- Analyzed affiliates' performances using Impact.com and cut company's affiliates costs by 70% by filtering out low profit-generating partners
- Conducted in-depth research of competitors using Semrush.com, then generated visualization presentations with Tableau
- Tracked campaign performances with Power BI

Marketing & Event Intern

Huawei Enterprise

05/2022 - 08/2022

Achievements/Tasks

- Co-planned a cocktail event at the ArtScience Museum which hosted 40+ VIP clients including the CEO and directors of Marina Bay Sands
- Communicated with third-party suppliers regarding event venue, event setup, and part-time staff allocation for a major annual event which hosted 1000+ people
- Ensured smooth communication between parties involved in the above mentioned marketing events
- Resolved emergency requests from clients during events

Marketing & Sales Intern

Weekend GoWhere

12/2019 - 04/2020

One of the most popular travel agency based in Singapore

Achievements/Tasks

- Achieved highest sales record amongst 7 interns, exceeding the individual sales target by 64% in the first month of working and ranking No. 6 in sales among over 20 full-time employees
- Designed over a dozen WhatsApp broadcasting posters and messages which received 16% more response from customers than usual
- Familiarized and memorized all sales materials within the first week of internship

TECHNICAL SKILLS

Microsoft Office (Proficient)	Tableau (Intermediate)
Meta Ads & Meta for Business	Google Analytics (Intermediate)
Spinklr	Hootsuite
Power BI (Intermediate)	SQL and R (Intermediate)
Procreate (Intermediate)	Photoshop (Intermediate)
SEMRush (Intermediate)	Website Creation (Entry)

SOFT SKILLS

Interpersonal skills	Creativity
Problem-Solving	Adaptability
Resourcefulness	

PERSONAL PROJECTS

Management of current affairs account on Weibo (05/2021 - 10/2022)

- Hit 20k followers
- 8M+ views in a month on average
- Weekly increase of 1.5k+ followers on average

Choreographer for a 30-person dance item (01/2023 - 05/2023)

- Organized, choreographed for, and led weekly trainings for five months
- Performed four sold-out shows in SMU

LANGUAGES

English <i>Native</i>	Mandarin <i>Native</i>
Korean <i>Full Professional Proficiency</i>	Japanese <i>Fluent</i>
German <i>Limited Working Proficiency</i>	Cantonese <i>Elementary</i>

INTERESTS

Dance	Language	Mixology	Social Media
Gaming	Digital Marketing	Data Analytics	