

Max Ang
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EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY

Aug 2018 - Jun 2022

Bachelor of Business Management

- *Marketing Major*
- *Leadership: Overseas Community Service Project Leader (Project Wan Mai X)*
- *SMU-X Module: Worked with **Microsoft** to create a branding strategy integrating the Surface Pro laptops for university students, **GoPizza** to create a campaign for the launch of their first flagship store locally, **Gatsby** to propose an integrated communication and branding strategy*

TAMPINES JUNIOR COLLEGE

Jan 2014 - Dec 2015

Singapore Cambridge General Certificate of Education (Advanced Level)

- *Academics: Completed GCE 'A' Level examinations*
- *Awards: Edusave Award for Achievement, Good Leadership and Service*
- *Leadership: Vice-President of Modern Dance Club, House Captain of 'Seagull' House, Orientation Group Leader for Annual Orientation Camp*

EXPERIENCE

RAZER

Jun 2024 - Aug 2024

Product Evangelist (Product Marketing), Lifestyle Division

- *Developed product go-to-market and sustained marketing plan for Razer's chair and Sneki Snek (sustainability IP and products) portfolio*
- *Drove sales with regional teams to generate revenue streams through product and channel marketing*
- *Identified and collaborated with brand partners to enhance brand reputation to expand Razer's reach beyond gaming and lifestyle customer segments*
- *Led the initial stages of product development for an upcoming product launch*
- *Managed monthly seeding/ influencer targets across regional teams for a wider audience reach beyond just gamer segments*

BOVEM

Jul 2022 - Dec 2023

Product Marketing & UI/UX Specialist

- *Conducted market research and competitive analysis to identify market trends, customer needs and competitor positioning to inform product development or brand positioning strategies*
- *Developed and executed go-to-market strategies for new product launches and sustained marketing plans for BOVEM's new and existing product portfolio*
- *Implemented use of GenAI (MidJourney) to generate creative assets providing a foundation for refinement and editing for use as branding and marketing materials including digital and advertising assets to align with brand and product messaging*
- *Achieved 5% MoM social following growth and average 1.5% Ads CTR through social organic and ad content*
- *Drove sales through implementation of automated email marketing flows and email campaigns for customers at different stages of sales funnel using marketing automation platform, Klaviyo to achieve above-industry metrics and 30% attributed revenue*
- *Spearheaded influencer seeding strategy – Managed communications and collaboration with social influencers, affiliates and content creators, generating over \$15,000 in affiliate sales in 2 months*
- *Collaborated with Web Designer to plan and redesign BOVEM's website to optimize user experience resulting in improved web conversion rate to 1.7% and decreased bounce rates to 40%*
- *Optimized SEO strategy through keywords, content and metadata through marketing materials, website, and blog content to improve search engine rankings, achieving 15% MoM increase in organic web traffic*
- *Created Excel dashboards for Influencer Management & Engagement (CRM), Annual Inventory & Accounting Dashboard (FIFO)*

BOVEM

2020 - 2022

Freelance Creative

- *Developed visual and written assets for BOVEM's marketing and promotional materials*
- *Idea generation and copywriting for assets for current and upcoming products*
- *Assist in product packaging development*

ULTRASUPERNEW

2020

Copywriting Intern (Advertising)

- *Copywriting for different accounts under USN*
- *Collaborated across teams at USN for idea generation, campaign execution, construction of communication material and content*
- *Constructed structured and convincing presentations/ pitch decks*

ACCOMPLISHMENTS

YOUNG GLORY 2019/2020

3rd Place Worldwide (Student Category)

- *8-month long worldwide creative strategy competition, received monthly briefs from judges and leaders across various industries*
- *Conducted thorough research to uncover strategic insights, and devised innovative strategies and feasible solutions*
- *Presented solutions through multiple media formats: slide decks, infographics, videos*

CROWBAR AWARDS 2020

Silver Award

- *Annual competition organized by Association of Advertising and Marketing Singapore to recognise young and emerging creatives in Asia*
- *Submitted work for 'Good' Category – Innovative ideas that create a positive impact*

SKILLS

COURSEWORK

Advertising • Digital Marketing • Integrated Marketing Communications • Storytelling in Brands and Organisations • Interaction Design (UI/ UX) • Market Research • Consumer Behaviour • Spreadsheet Modeling and Analysis (Excel) • Operations Management • Retail Management • Product Management • Inventory Management

SOFTWARE

Adobe Photoshop, Illustrator, Premiere Pro • Figma • Microsoft Office • Google Workspace • Keynote • Canva • JIRA • Slack • PowerBI

LANGUAGE PROFICIENCY

English - *Professional*

Mandarin Chinese - *Professional*