

Max Ang

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Education

Singapore Management University (SMU)
2018-2022
Bachelor of Business Management
Major: Marketing

Tampines Junior College (TPJC)
2014-2015
GCE A Levels

Skills

Courses Taken

Advertising • Digital Marketing • Marketing Communications • User Experience • Interaction Design • Market Research • Consumer Behaviour

Software

Adobe Photoshop • Illustrator • Premiere Pro
• Figma • Microsoft Office • Keynote

Recognitions

Young Glory 2019/2020
3rd Place Worldwide

An 8 month long international advertising competition judged on creativity with monthly briefs and judges

Crowbar Awards 2019
Silver Award

Annual competition organised by Association of Advertising and Marketing Singapore to recognise young and emerging creatives in Asia

Additional Info

Language Proficiency

English (Written and Spoken)
Chinese (Written and Spoken)

Nationality

Singaporean

Age

26 (1997)

Experience

BOVEM – Creative
2022-Present

- Analysed user behavioural data to inform website redesign, employing standard UI/UX practices. Developed and iterated prototypes, conducted tests, and implemented revisions to optimise user experience. Resulted in a maintained 1.7% web conversion rate and 40% bounce rate.
- Spearheaded the creation and art direction of BOVEM's marketing and promotional materials across multiple platforms, resulting in a cohesive brand identity and increased customer engagement.
- Curated and tailored social and ad content for BOVEM's social media platforms (Instagram, TikTok, Facebook), aligning with current media trends and formats. Achieved 5% MoM followers growth and average 1.5% ads CTR.
- Developed and executed highly effective email marketing campaigns and flows, targeting consumers at different stages of the sales funnel. Achieved above-industry average metrics and 30% revenue attribution.
- Managed communication and collaborations with over 50 micro-influencers, affiliates, and content creators. Leveraged their influence to drive brand awareness and generated over \$15,000 in affiliate sales in 2 months.
- Optimized SEO keywords across marketing materials, website, and blog content, resulting in improved search engine rankings and a 15% MoM increase in organic web traffic.

BOVEM – Freelance Creative/ Designer
2020-2021

- Developed graphics and visual 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 – Copywriting Intern
2020

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

Skills

Overseas Community Service Project – Leader
2019-2020

Plan and execute community service project for Project Wan Mai X (SMU) for members to achieve mandatory 80 hours of Community Service hours

House Captain & Modern Dance Club Vice President (TPJC)
2014-2015

Management and planning of events for school/ club