



Nicole Chua Hui Xuan

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Experience

MAY 2024 - AUG 2024

TEMASEK | PUBLIC AFFAIRS INTERN

- * Contributed to the creation of digital content promoting the launch of Temasek Review 2024
- * Supported the execution of campaigns including the Temasek-Financial Times Challenge, a financial literacy campaign
- * Assisted in crafting various written materials, such as speeches and LinkedIn content for Temasek's leadership team

MAY 2023 - AUG 2023

BITKUB ONLINE | OPERATIONS KNOWLEDGE MANAGEMENT INTERN

- * Developed e-learning modules to enhance employee knowledge in blockchain technology and cryptocurrency
- * Facilitated workshops on emerging cyber-tech topics such as AI Tools and Sustainable Crypto
- * Created content such as infographics to educate investors and employees on the latest trends in the crypto space

DEC 2022 - MAY 2023

BREADTALK GROUP | CORPORATE COMMUNICATIONS ASSISTANT

- * Organised and executed thematic mall campaigns to drive traffic and increase mall revenue at BreadTalk IHQ Mall
- * Developed creative concepts and design promotional materials, including mall merchandise to boost sales
- * Liaised with stakeholders to ensure smooth operations and acquire sponsors for mall campaigns
- * Conducted competitor analysis for brands under BreadTalk Group through marketing analytics using data visualization tools

MAY 2021 - AUG 2021

KILLINEY KOPITIAM | SOCIAL MEDIA MARKETING ASSISTANT

- * Led a social media rebranding project for Killiney Kopitiam, garnering a 35.7% increase in content interactions
- * Designed marketing collaterals featured across multiple platforms including social media and the e-commerce site
- * Supported KOL outreach and managed deliverables, timelines and logistical support

SEP 2020 - MAR 2021

CHANGI AIRPORT GROUP | CORPORATE COMMUNICATIONS AND MARKETING INTERN

- * Conceptualised and produced promotional social media content for large-scale events such as the Changi Festive Village
- * Conducted social listening and delivered in-depth community sentiment reports through CXM tools such as Sprinklr
- * Directed and edited multiple photography shoots for Landside promotions like the "Save Double 7%" initiative

Education

AUG 2021 - APR 2025 (PRESENT)

SINGAPORE MANAGEMENT UNIVERSITY | BACHELOR IN BUSINESS MANAGEMENT

- * Major: Marketing
- * Activities and Societies:
 - (2022) SMU Patron's Day: Marketing-Communications Deputy Director
 - (2022) SMU Broadcast & Entertainment Marketing Director
 - (2023) SMU Institute of Innovation and Enterprise: Programme Marketing and Design Executive

APR 2018 - APR 2021

SINGAPORE POLYTECHNIC | MEDIA AND COMMUNICATION

- * Director's Honour Roll
- * Temasek Foundation Scale Scholar 2019
- * SP Outstanding Talent Programme
- * Media, Arts, and Design Club Main Committee Member, Treasurer

Skills

Technical: Microsoft Office, Tableau, SPSS, Qualtrics, Adobe Creative Suite, Canva
General: Integrated Marketing Communications, Project Management, Campaign Development, Social Media Marketing, Marketing Analytics, Content Creation

Languages

English: Fluent
Mandarin: Proficient