

Joy Kwok Liang Li

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EDUCATION

National University of Singapore (NUS) **Aug 2023 – Present**

Bachelor of Business Administration (BBA), Specialising in Finance

CGPA: 4.5 (First Class Honours)

- **Co-curricular Activities:** NUS Pathfinders (Private Banking Mentee)
- **Read Modules:** Accounting, Statistics, Business Law, Marketing, English
- **Reading Modules:** Finance, Economics, Organisational Behaviour, Decision Analytics using Spreadsheets, Business Communication, Philosophy: Life

General Assembly (GA)

Software Engineering Immersive

Aug 2021 – May 2022

- Strong programming knowledge, having completed a Full-Stack Software Engineering Bootcamp (JavaScript, SQL, Python, React and NodeJS)

Ngee Ann Polytechnic (NP)

Jan 2014 – May 2017

Diploma in Visual Effects (Advanced Diploma in Visual Communications)

- **Co-curricular activities:** Taekwondo Club, Chinese Drama Club, Dancesport Club

WORK EXPERIENCE

United Overseas Bank Limited (UOB) **Feb 2022 – Present**

Financial Multimedia Content Specialist

- Managed various UOB stakeholders to create effective financial marketing assets
- Advised on content creation strategy on UOB Social Media campaigns
- Developed an understanding of the banking and finance sector
- Strengthened content through proofreading, editing and digital imaging
- Sought to fulfil campaign requirements

Artistes Marketing Asia Pte Ltd (AMA)

Oct 2020 - Jan 2022

Producer & Director

- Strategically marketed a variety of brands by pitching brand design ideas
- Developed novel concepts that contributed to revenue growth for various companies
- Took charge of the end-to-end marketing process, from planning shoots, setting up films, filming, post-production editing, graphics design, compositing and quality assurance reviews
- All across a variety of media, including film, broadcasting, advertising and various print material

Memories Of Life Pte Ltd (MOL)

Jun 2018 - Jun 2020

Design Specialist

- Contributed to the business' growth and subsequent diversification into pet memorial services
- Designed creative marketing materials used in online advertising and marketing campaigns
- Accompanied the business as it grew to more than twice its original size since its inception
- Helped craft a unique brand image by designing unique print materials that communicated the brand
- Enhanced emotional intelligence through an empathetic approach to customer interactions

Pursuing CFA Level 1

CASE COMPETITION

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- **Year 1:** SGX Group-NUS Sustainability Case Competition 2024 (Participant)

OTHER SKILLS

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- **Languages:** English and Mandarin (Strong bilingual proficiency)
 - **Skills:** Python, SQL, Microsoft Word, Excel, PowerPoint, Adobe Suite: Photoshop, Illustrator, After Effect, Premiere Pro
 - **Certificates:** Bloomberg Finance Fundamentals, Bloomberg Market Concepts