

Curriculum Vitae - Eugene Ng

Full Name: Eugene Ng
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Mobile: (+65) 9788 4628 (*Whatsapp as well*)
Strengths: Positive, flexible and focused
Languages: English & Mandarin (Spoken & Written), Teochew & Hokkien (Spoken)
Birthday: 2nd Jul 1978
Gender: Male
Location: Canberra Street, Republic of Singapore, Planet Earth, Solis System, Milky Way Galaxy
Hobbies: Collecting transformers, photography, movies
Heroes: Nelson Mandela, Stanley Kubrick, Tim Burton, Quentin Tarantino, Salvador Dali
Favourite films: Dr Strangelove, Corpse Bride, Inglourious Basterds, Kill Bill: Volume 2, Un Chien Andalou
NS Status: MINDEF Reserve



Profile Summary

I've gone through a number of phases in my career, and each of them has shaped my work ethos and philosophy. I'm an all round project manager, events manager, and a digital marketing practitioner. I love structure and order, and love spending time on tweaking little details and optimizing my campaigns and projects. I believe that my number one asset is my ability to adapt to any challenge that is thrown my way.

Professional Experience

Sino-America Tours Corporation | Head, Advertising and Promotions | 11/2009 - Current

Role Description: Orchestrates marketing strategies, communications and collaborations - 95% of tasks.

Achievements:

- Secured financial support by an annual average of 15% to offset project costs via sponsorship management.
- Overhauled company website with vendor, yielded search engine page ranking within 6 months.
- Streamlined collaterals design process, reduced production time by 30%.
- Persuaded management to advertise online & reduce print ads, decreased ad expenditure by 60%.
- Devised social media campaigns & digital advertising to boost engagement at average 3% per campaign.

Highlights:

- Launched **Travel Revolution: the Event** with industry allies within 6 weeks.
- Executed **Mid Year Downtown Travel Sale** with competitor counterparts within 1 month.
- Completed **SA Travellers' Club** customer relationship management system (CRMS) with vendor within 3 months.
- Headed **Simply Amazing Travel Sale** fairs, lowered expenditure by 40% within 1 year.
- Integrated **Systems Design RATS system** with website for e-commerce within 4 months.

Responsibilities:

- Administered marketing budget with an average budget variance of 1%.
- Submission of quarterly reports to Management.
- Event planning, budgeting, advertising & promotion, and vendor management for travel fairs.
- Writing of press releases; utilising Above & Below the line solutions + digital advertising for sales promotion.
- Continually planning and executing social media campaigns on Facebook and Instagram.

Projects:

01 st Oct 19	Joint Collaboration Promotion with People's Association
22 nd Jul 19	Joint Collaboration Promotion with Japan National Tourism Organisation
02 nd Jul 19	Joint Collaboration Promotion with Scoot Airlines
13 th Jun 19	Joint Collaboration Promotion with Century Cruises
06 th May 19	Joint Collaboration Promotion with Shandong Tourism Organisation
04 th Mar 19	Joint Collaboration Promotion with AMEX
31 st Jan 19	Joint Collaboration Promotion with Hainan Tourism Organisation
14 th Jan 19	Joint Collaboration Promotion with Scoot Airlines
14 th Jan 19	Joint Collaboration Promotion with Korea National Tourism Organisation
07 th Jan 19	Joint Collaboration Promotion with American International Assurance
01 st Oct 18	Joint Collaboration Promotion with People's Association
18 th Sep 18	Joint Collaboration Promotion with China National Tourism Organisation
16 th Jul 18	Joint Collaboration Promotion with Scoot Airlines
01 st Jul 18	Joint Collaboration Promotion with Korea National Tourism Organisation
13 th Jun 18	Joint Collaboration Promotion with Century Cruises
02 nd May 18	Joint Collaboration Promotion with China National Tourism Organisation
19 th Apr 18	Joint Collaboration Promotion with Shandong Tourism Organisation
23 rd Feb 18	Joint Collaboration Promotion with AMEX
02 nd Feb 18	Joint Collaboration Promotion with Hong Kong Disneyland
19 th Jan 18	Joint Collaboration Promotion with Korea National Tourism Organisation
17 th Jan 18	Joint Collaboration Promotion with Scoot Airlines
05 th Jan 18	Joint Collaboration Promotion with American International Assurance
01 st Oct 17	Joint Collaboration Promotion with People's Association
14 th Jul 17	SA Office PC Equipment Replacement Project

05 th Jul 17	Joint Collaboration Promotion with Korea National Tourism Organisation
13 th Jun 17	Joint Collaboration Promotion with Century Cruises
02 nd May 17	Joint Collaboration Promotion with China National Tourism Organisation
19 th Apr 17	Joint Collaboration Promotion with Shandong Tourism Organisation
13 th Feb 17	Joint Collaboration Promotion with AMEX
06 th Feb 17	Joint Collaboration Promotion with Hong Kong Disneyland
18 th Jan 17	Joint Collaboration Promotion with Korea National Tourism Organisation
04 th Jan 17	Joint Collaboration Promotion with American International Assurance
11 th Nov 16	SA Tours Corp Official Mascot Sasa Project
01 st Oct 16	Joint Collaboration Promotion with People's Association
15 th Jul 16	Joint Collaboration Promotion with Korea National Tourism Organisation
24 th Jun 16	Joint Collaboration Promotion with Century Cruises
01 st Feb 16	Joint Collaboration Promotion with HSBC Bank
01 st Feb 16	Joint Collaboration Promotion with Hong Kong Disneyland
18 th Jan 16	Joint Collaboration Promotion with Korea National Tourism Organisation
11 th Jan 16	Joint Collaboration Promotion with AMEX
04 th Jan 16	Joint Collaboration Promotion with American International Assurance
28 th Dec 15	Joint Collaboration Promotion with Flexiroam
25 th Nov 15	Joint Collaboration Promotion with HSBC Bank
23 th Nov 15	Joint Collaboration Promotion with UOB Bank
01 st Oct 15	Joint Collaboration Promotion with People's Association
06 th Aug 15	Joint Collaboration Promotion with OCBC Bank
16 th Jul 15	Joint Collaboration Promotion with Korea National Tourism Organisation
12 th Jun 15	Joint Collaboration Promotion with Century Cruises
19 th Jun 15	Joint Collaboration Promotion with Hangzhou Tourism Organisation
20 th Jan 15	Joint Collaboration Promotion with Korea National Tourism Organisation
16 th Jan 15	Joint Collaboration Promotion with Hong Kong Disneyland
13 th Jan 16	Joint Collaboration Promotion with DBS Bank
06 th Jan 15	Joint Collaboration Promotion with American International Assurance
14 th Nov 14	Joint Collaboration Promotion with Maybank
17 th Oct 14	SA Website Overhaul cum SEO Project
17 th Jul 14	Joint Collaboration Promotion with Korea National Tourism Organisation
10 th Jul 14	Joint Collaboration Promotion with Japan National Tourism Organisation
13 th Jun 14	Joint Collaboration Promotion with Century Cruises
11 th Jun 14	Joint Collaboration Promotion with Hangzhou Tourism Organisation
22 nd Jan 14	Joint Collaboration Promotion with Japan National Tourism Organisation
17 th Jan 14	Joint Collaboration Promotion with Korea National Tourism Organisation
17 th Jan 14	Joint Collaboration Promotion with Hong Kong Disneyland
15 th Jan 14	Joint Collaboration Promotion with DBS Bank
08 th Jan 14	Joint Collaboration Promotion with Travel Guard Chartis
17 th Jul 13	Joint Collaboration Promotion with Korea National Tourism Organisation
15 th Jul 13	Joint Collaboration Promotion with Asiana Airlines
10 th Jul 13	Joint Collaboration Promotion with Japan National Tourism Organisation
13 th Jun 13	Joint Collaboration Promotion with Century Cruises
11 th Jun 13	Joint Collaboration Promotion with Hangzhou Tourism Organisation
24 th Mar 13	Joint Collaboration Promotion with YEOs
22 nd Jan 13	Joint Collaboration Promotion with Korea National Tourism Organisation
16 th Jan 13	SA Travellers Club Customer Relationship Management system
16 th Jan 13	Joint Collaboration Promotion with Hong Kong Disneyland
15 th Jan 13	Joint Collaboration Promotion with DBS Bank
14 th Jan 13	Joint Collaboration Promotion with Japan National Tourism Organisation
08 th Jan 13	Joint Collaboration Promotion with Travel Guard Chartis
07 th Dec 12	SA Tours Copier Replacement Project
24 th Jul 12	Joint Collaboration Promotion with Japan National Tourism Organisation
10 th Jul 12	Joint Collaboration Promotion with Korea National Tourism Organisation
13 th Jun 12	Joint Collaboration Promotion with Century Cruises
11 th Jun 12	Joint Collaboration Promotion with Hangzhou Tourism Organisation
25 th Mar 12	Joint Collaboration Promotion with YEOs
22 nd Jan 12	Joint Collaboration Promotion with Japan National Tourism Organisation
17 th Jan 12	Joint Collaboration Promotion with Hong Kong Disneyland
15 th Jan 12	Joint Collaboration Promotion with DBS Bank
08 th Jan 12	Joint Collaboration Promotion with Travel Guard Chartis
05 th Jan 12	Joint Collaboration Promotion with Korea National Tourism Organisation
18 th Jul 11	Joint Collaboration Promotion with Korea National Tourism Organisation
11 th Jul 11	Joint Collaboration Promotion with Japan National Tourism Organisation
10 th Jun 11	Joint Collaboration Promotion with Hangzhou Tourism Organisation
20 th Jan 11	Joint Collaboration Promotion with Korea National Tourism Organisation
17 th Jan 11	Joint Collaboration Promotion with Hong Kong Disneyland
13 th Jan 11	Joint Collaboration Promotion with DBS Bank
10 th Jan 11	Joint Collaboration Promotion with Japan National Tourism Organisation
05 th Jan 11	Joint Collaboration Promotion with American International Assurance
16 th Jul 10	Joint Collaboration Promotion with Korea National Tourism Organisation
09 th Jul 10	Joint Collaboration Promotion with Japan National Tourism Organisation
14 th Jun 10	Joint Collaboration Promotion with Silk Air
22 nd Jan 10	Joint Collaboration Promotion with Japan National Tourism Organisation
18 th Jan 10	Joint Collaboration Promotion with Hong Kong Disneyland
15 th Jan 10	Joint Collaboration Promotion with DBS Bank

10th Jan 10 Joint Collaboration Promotion with Korea National Tourism Organisation
08th Jan 10 Joint Collaboration Promotion with American International Assurance

Events:

14th Sep 19 Post-TR SA Roadshow at Suntec Mall
23rd Aug 19 SA Booth at Travel Revolution: The Event
02nd Aug 19 SA Booth at NATAS Holidays 2019
20th Jul 19 SA In House Fair
06th Jul 19 SA Simply Amazing Travel Fair at MBS
25th May 19 SA Booth at CNTO Fair Chinatown Point
29th Mar 19 SA Booth at Travel Revolution: The Event
23rd Feb 19 Pre-TR SA Roadshow at Suntec Mall
28th Sep 18 Spain Talk - Collaboration with Spain National Tourism Organisation
21st Sep 18 Bhutan Talk - Collaboration with Spain National Tourism Organisation
31st Aug 18 SA Booth at CNTO Fair Chinatown Point
03rd Aug 18 SA Booth at Travel Revolution: The Event
19th Jul 18 Pre-TR SA Roadshow at Suntec Mall
12th Jul 18 Pre-TR SA Roadshow at Suntec Mall
20th Apr 18 United Kingdom Talk - Collaboration with Trafalgar
19th Mar 18 SA Booth at Travel Revolution: The Event
26th Feb 18 Pre-TR SA Roadshow at Suntec Mall
15th Sep 17 Year End Travel Fair SA Roadshow at Suntec Mall
04th Aug 17 SA Booth at Travel Revolution: The Event
21st Jul 17 Aurora Talk - Collaboration with LGE
19th May 17 SA Booth at CNTO Fair Chinatown Point
24th Feb 17 SA Booth at Travel Revolution: The Event
25th Nov 16 SA Booth at Hokkaido Fair RWS
18th Nov 16 SA Booth at Hokkaido Fair RWS
18th Nov 16 SA Booth at CNTO Fair Chinatown Point
19th Aug 16 SA Booth at Travel Revolution: The Event
05th Aug 16 Pre-TR SA Roadshow at Suntec Mall
30th Jul 16 SA Simply Amazing Travel Fair at Suntec
23rd Apr 16 SA In House Fair
19th Mar 16 SA Simply Amazing Travel Fair at Suntec
26th Feb 16 SA Booth at Travel Revolution: The Event
30th Oct 15 SA Booth at CNTO Fair Chinatown Point
31st Jul 15 SA In House Fair
24th Jul 15 SA Booth at Travel Revolution: The Event
27th Mar 15 SA Booth at Travel Revolution: The Event
21st Mar 15 SA In House Fair
14th Mar 15 SA Simply Amazing Travel Fair at Suntec
24th Oct 14 SA Booth at CNTO Fair Chinatown Point
29th Aug 14 SA Booth at NATAS Holidays 2014
17th Aug 14 SA Sensational Mega Travel Fair at Suntec
28th Feb 14 SA Booth at NATAS Travel 2014
23rd Feb 14 SA Sensational Travel Fair at Suntec
28th Sep 13 SA Booth at CNTO Fair Chinatown Point
16th Aug 13 SA Booth at NATAS Holidays 2013
20th Jul 13 SA Sensational Mega Travel Fair at Suntec
22nd Feb 13 SA Booth at NATAS Travel 2013
19th Jan 13 SA Sensational Mega Travel Fair at Suntec
19th Sep 12 SA Tours Dinner & Dance
24th Aug 12 SA Booth at NATAS Holidays 2012
11th Aug 12 SA Sensational Mega Travel Fair at Suntec
24th Feb 12 SA Booth at NATAS Travel 2012
18th Feb 12 SA In House Fair
11th Feb 12 SA Sensational Mega Travel Fair at Suntec
11th Oct 11 SA In House Fair
01st Oct 11 Year End SA Roadshow at Suntec Mall
09th Sep 11 SA Booth at JNTO Fair Takashimaya Foyer
26th Aug 11 SA Booth at NATAS Holidays 2011
06th Aug 11 SA In House Fair
31st Jul 11 SA Grand Mega Travel Fair at Suntec
16th Apr 11 SA Booth at Midyear Downtown Travel Fiesta
12th Mar 11 SA In House Fair
25th Feb 11 SA Booth at NATAS Travel 2011
19th Feb 11 SA In House Fair
12th Feb 11 SA Grand Mega Travel Fair at Suntec
27th Aug 10 SA Booth at NATAS Holidays 2010
21st Aug 10 SA In House Fair
14th Aug 10 SA Grand Mega Travel Fair at Suntec
20th Mar 10 SA In House Fair
26th Feb 10 SA Booth at NATAS Travel 2011
21st Feb 10 SA Grand Mega Travel Fair at Suntec

Freelancing | 01/2009 – 11/2009

- Produced Events with Procon Corporate Events.
- Organized MICE projects with Fullwealth Consultants & Associates.

Events:

07 th Nov 09	BMW Joyfest
13 th Oct 09	BMW Principle of Joy
22 nd Sep 09	Tag Heuer Press Event
04 th Sep 09	BMW K1300 Launch
22 nd Aug 09	MINI Cooper 50 th Anniversary
14 th Aug 09	Peugeot 308CC Launch

JP International Holdings | Manager – Events Management / E-Commerce | 08/2007 – 01/2009

Role Description: Implemented projects & website e-commerce automation - 90% of tasks.

Achievements:

- Chaired internal & external projects with scheduling variance of 3% from projection.
- Promoted fairs to drive revenue up average 6% per quarter.
- Steered Extensible Markup Language (XML) linking process with overseas partners for e-commerce within 2 months.

Highlights:

Directed **Char Yong (DABU) Association's 150th Anniversary Celebrations**, one of 2008's biggest events, surpassed profit target by 30%.

Responsibilities:

- Budget Planning & Projection for MICE and Events Department & Projects.
- Advertising and Promotions for the company's projects and travel fairs.
- Creation of company website, write ups and press releases.
- Pitching of ideas for Events & MICE Sales to clients, following up of sales and after sales service.

Projects:

16 th Apr 08	TV Mobile Advertisement Project for JP International Travel
07 th Mar 08	JP International Travel E-Commerce XML Link Project
19 th Feb 08	TV Mobile Advertisement Project for JP International Travel
15 th Sep 07	Opening of Novena Medical Centre Animation

Events:

10 th Jan 09	C3A 50+ Exposition – JP Int'l Travel, Paradise Century, JCV & Costa Booths
03 rd Oct 08	Char Yong Association – 150 th Anniversary – Gala Dinner Events
01 st Aug 08	NATAS Travel Fair – JP International Travel Booth
21 st Jun 08	Char Yong Association – 150 th Anniversary – NUS UCC Performance
29 th Feb 08	NATAS Travel Fair – JP International Travel Booth
21 st Nov 07	JP International Travel Grand Opening Ceremony
08 th Nov 07	APEC Pensions & Annuities Market Seminar
01 st Nov 07	China International Travel Mart
18 th Aug 07	Hosting of Central Chinese Delegates and Tour of Singapore

KK Hospital | Event Executive | 08/2005 – 08/2007

Role Description: Executed medical seminars, public forums & liaised with delegates - 90% of tasks.

Achievements:

- Publicised the Practice Update in Paediatrics (PUP) series, increased turnout by 10% per forum.
- Established department intranet for service booking within 6 months.

Highlights:

Facilitated for **2nd - 3rd KKH Annual Scientific Meeting, 3rd - 4th PUP, KKH Family Day 2007, 2nd - 3rd Update in Paediatric Emergency Practices, & KKH Health Carnival**, averaging 90% attendee satisfaction.

Responsibilities:

- Budget Planning for events, and quarterly reports to Management.
- Budget Projection for Events Management Department.
- Events Operations, liaising with external vendors.
- Technical assessment of video, audio and lighting equipment.
- Photography & videography for major events held in KKH, as well as in theatre operations.

Projects:

12 th Jun 06	Events Department Intranet - Service/Equipment Booking Portal
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Events:

07 th Jul 07	3 rd KKH Annual Scientific Meeting 2007 (Medical Seminar)
09 th Jun 07	KKH Health Carnival
21 st Apr 07	Start Right Start Bright (Public Forum)
12 th Apr 07	KKH Ronald McDonald Room Opening Ceremony
08 th Apr 07	Gynaecological Sub-Specialities GP Forum 2007 (Medical Seminar)

17 th Mar 07	Minimal Invasive Surgery GP Forum 2007 (Medical Seminar)
06 th Mar 07	HMDP - Habilitation Workshop (Medical Seminar)
03 rd Mar 07	3 rd Update in Paediatric Emergency Practices Re-run (Medical Seminar)
03 rd Mar 07	Different Phases of Womanhood (Public Forum)
05 th Feb 07	HMDP - MIS in Children (Medical Seminar)
19 th Jan 07	Singapore Emergency Medicine Society ASM 2007 (Medical Seminar)
15 th Jan 07	KKH Medical Social Worker Bereavement Symposium 2007
06 th Jan 07	3 rd Update in Paediatric Emergency Practices (Medical Seminar)
06 th Jan 07	Surgery for Sparsity (Medical Seminar)
16 th Dec 06	It's Not Just About Postnatal Depression (Public Forum)
09 th Dec 06	How Uterine Fibroids Can Affect You Re-run (Public Forum)
25 th Nov 06	Teen health 101 (Public Forum)
22 nd Nov 06	CDU HMDP Visit
07 th Nov 06	SPEA Teacher's Asthma Seminar (Public Forum)
06 th Nov 06	CGH Photography Exhibition in KKH
22 nd Oct 06	How Uterine Fibroids Can Affect You (Public Forum)
30 th Sep 06	Modern Gynaecological issues For The Family Physician (Medical Seminar)
08 th Sep 06	Paediatric Airway Course 2006 (Medical Seminar)
26 th Aug 06	Common Problems in The Growing Up Years (Public Forum)
29 th Jul 06	KKH Formal Lecture and Dinner 2006 (Gala Dinner)
22 nd Jul 06	4 th Practice Update in Paediatrics (Medical Seminar)
07 th Jul 06	2 nd KKH Annual Scientific Meeting 2006 (Medical Seminar)
05 th Jun 06	KKH Family Day
04 th Jun 06	Optimising Growth and Puberty (Public Forum)
28 th May 06	Reproductive Medicine - When The Clock Says It Is Time (Public Forum)
26 th Mar 06	The Allergic Child Re-run (Public Forum)
12 th Mar 06	The Allergic Child (Public Forum)
18 th Feb 06	2 nd Update in Paediatric Emergency Practices (Medical Seminar)
28 th Aug 05	3 rd Practice Update in Paediatrics (Medical Seminar)

Hi-Star Electronics | Marketing Coordinator | 08/2004 – 08/2005

Role Description: Coordinated marketing mix - 95% of tasks.

Achievements:

- Attained 90% KPI set by management.

Responsibilities:

- Support the marketing department's initiatives.
- Independently coordinate marketing and sales events.
- Evaluate and monitor campaign performance on an ongoing basis.
- Manage external vendors to ensure execution of marketing programs.

Projects:

12 th Oct 04	FIFA Football 2005 Multi-platform launch - promotional collaterals
21 st Nov 04	NDS launch - promotional collaterals
28 th Dec 04	Gran Turismo launch - promotional collaterals
28 th Mar 05	Dynasty Warriors 5 launch - promotional collaterals
14 th Jun 05	Batman Begins launch - promotional collaterals

Degree Studies | 07/2003 – 07/2004

Faber Image | Video Tech | 12/2001 – 06/2003

Role Description: Enabled events video engineering - 95% of tasks.

Achievements:

- Accomplished events setup with 100% adherence to scheduling.
- Installed video editing department patch-bay with 100% adherence to specifications.

Responsibilities:

- Setup and teardown at events venue.
- Technical Planning for projects: Line Plans and calculations.
- Video camera operation / direction for some projects.
- Video signal calibration.

Projects:

13 th Jun 03	FI video editing department patch-bay installation.
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Events (Camera direction):

06 th Dec 03	Toyota Corolla Workshop
05 th Dec 03	Toyota Corolla Altis Launch

05th Dec 03 Toyota Corolla Altis Conference
 03rd Dec 03 Palai Renaissance 2003
 29th Nov 03 Je Taime Gala Dinner
 27th Nov 03 VISA Asia Pacific Conference 2003
 24th Nov 03 Creative Circle Awards
 21st Nov 03 Shiseido Lumens Launch
 19th Nov 03 Standard Chartered 150 Years Gala Dinner
 16th Nov 03 Raffles Hotel Food & Wine Demonstration
 04th Jun 03 Nanyang Primary School Reopening
 26th Mar 03 SABIC 25th Anniversary Gala Dinner
 28th Mar 03 Euromoney Conference
 03rd Mar 03 SPH-Her World Woman of the Year Gala Dinner
 28th Feb 03 New Zealand National Day Waitangi Gala Dinner
 12th Feb 03 P&G Asia Pacific Distributor Conference
 30th Jan 03 UBS Conference
 26th Jan 03 Wedding - Jacky & Su Ping
 01st Jan 03 Wedding – Benjamin & Stephanie
 19th Nov 02 Cortina Watch Corporate Shoot
 02nd Nov 02 ABN-AMRO D&D
 14th Aug 02 Singapore Fastest Growing SME Awards 2002

Events (Event video setup + visual mixer):

04th Jul 03 Schenker Customer Appreciation cum Farewell Dinner
 01st Jul 03 HDB Gala Dinner
 01st Jul 03 IDC Server Vision
 28th Jun 03 Farewell Old HDB Gala Dinner
 11th Jun 03 Dunhill Relaunch
 27th May 03 Amy Tan 30th Anniversary in Citibank Bash
 23rd May 03 Tanglin Trust Gala Dinner
 25th Apr 03 Standard Chartered 150th Anniversary Gala Dinner
 24th Apr 03 IDC Directions 2003
 05th Apr 03 World Gourmet Summit
 23rd Mar 03 Wedding – Stanley & Hanny
 17th Mar 03 Lacoste Pour Femme Launch
 12th Mar 03 Spring Singapore
 12th Mar 03 ICICI Securities Conference
 07th Mar 03 Microsoft Distributor Conference
 06th Mar 03 Lanvin
 05th Mar 03 UBS Investor Conference
 27th Feb 03 Maxtor Conference
 26th Feb 03 UBS Branding Relaunch
 25th Feb 03 Citigroup Chinese New Year Lo Hei
 17th Feb 03 Deutsche Bank Investor Conference
 28th Jan 03 SME 500 & Singapore 1000 Awards
 22nd Jan 03 Citibank Private Banking
 21st Jan 03 IDC APIT Conference
 20th Jan 03 Chanel "Chance" Perfume Launch
 17th Jan 03 Toyota "VIOS" Launch
 12th Jan 03 Her World Gala Dinner
 05th Jan 03 Microsoft Conference
 31st Dec 02 RCMS Countdown
 27th Dec 02 Citigroup Asian Summit
 10th Dec 02 Mercer Global Distributor Conference 2002
 09th Dec 02 VISA Asia Pacific Conference
 04th Dec 02 Law Town & Legal Connect Launch
 03rd Dec 02 Palai Renaissance Christmas Charity Raffles Sale
 03rd Dec 02 Raffles Hotel Christmas Tree Charity Auction
 27th Nov 02 Invensys Building Launch
 22nd Nov 02 Chanel Fashion Show
 18th Nov 02 Raffles Hotel Food & Wine Opening
 12th Nov 02 Samsung Road Show
 09th Nov 02 Singapore Children Society Gala
 08th Nov 02 ACI Gala Dinner
 05th Nov 02 Chanel - Bijoux De Diamants
 31st Oct 02 Creative Circle Awards
 31st Oct 02 PSB Graduation
 30th Oct 02 Singapore Rugby Association Gala
 26th Oct 02 Wedding – Jeremy & Cheryl
 25th Oct 02 Panalpina 25th Singapore Anniversary Gala
 22nd Oct 02 LVMH Zenith Launch
 20th Oct 02 IDA Conference
 18th Oct 02 Vacheron Constantin Charity Gala
 17th Oct 02 Abhinaya Indian Fashion Show
 16th Oct 02 IDC Storage
 11th Oct 02 VISA Singapore
 09th Oct 02 VISA KL, Malaysia
 04th Oct 02 Ernst & Young Entrepreneur of the Year Award 2002

04 th Oct 02	VISA Charity Gala
03 rd Oct 02	STB Awards Video Shoot
27 th Sep 02	Allen & Glenhill 100 th Anniversary Gala
25 th Sep 02	STB Awards Video Shoot
22 nd Sep 02	Deutsche Bank Video Shoot
19 th Sep 02	Samsung Dealer's Conference & Dealer's Night
18 th Sep 02	RCMS International Director of Finance Conference
17 th Sep 02	Deutsche Bank Corporate Video Shoot
15 th Sep 02	Prestige 2 nd Anniversary Dinner
12 th Sep 02	Deutsche Bank Video Conference
07 th Sep 02	NSMAN 35 th Anniversary Commemorative Gala
04 th Sep 02	Deutsche Bank Asia Pacific Senior Management Conference
31 st Aug 02	President's Challenge 2002 – Sharkathon
29 th Aug 02	SPH Life! Relaunch
29 th Aug 02	Royal & Suns Alliance Gala
26 th Aug 02	Changi Airport September Festivities
25 th Aug 02	Royal & Suns Alliance Conference
20 th Aug 02	Ritz Carlton Millennia Singapore 6 th Annual Food & Wine Festival
19 th Aug 02	Bridal Show – A Bohemian Rhapsody
18 th Aug 02	Bartley Secondary School 50 th Anniversary Dinner
06 th Aug 02	Mercedes E Class Launch
05 th Aug 02	Indiapore Diana Krall Concert
31 st Jul 02	Berita Harian Achiever of the Year Award 2002
28 th Jul 02	HP ENSA
19 th Jul 02	Nan Hua Secondary School 85 th Anniversary Dinner
16 th Jul 02	NCS Singapore Conference
12 th Jul 02	Singapore Family Friendly Firm Award 2002
10 th Jul 02	ASME Entrepreneur of the Year Award 2002
09 th Jul 02	IDC Server Vision Conference
05 th Jul 02	Asian Confederation of Women Organization Gala
29 th Jun 02	Raffles Institute Class 1972 Reunion Dinner
29 th Jun 02	MPH Beach Party
28 th Jun 02	Singapore Venture Capitalist
25 th Jun 02	Christian Dior Press Launch
19 th Jun 02	Citigroup Private Bank Video Production
18 th Jun 02	CSB Battery Official Opening
17 th Jun 02	Broadcast Asia Analogway Booth
09 th Jun 02	Wedding – Edmund & Jolyn
05 th Jun 02	Farewell Party for MD, Asia Pacific
31 st May 02	Police Coast Guard Training Video
24 th May 02	Deutsche Bank Corporate Video Shoot
23 rd May 02	LASALLE-SIA Graduation Fashion Show
21 st May 02	ABN-AMRO Dinner & Wine Gala
17 th May 02	Lena Maria Concert
16 th May 02	Tech Semi Conductor Function
15 th May 02	Wharton SMU Conference
13 th May 02	MPH Contributor's Party
08 th May 02	HP Global Visions Merger
30 th Apr 02	BOC ISP East Asia Conference
24 th Apr 02	VISA Commercial Shoot
23 rd Apr 02	VISA CEO Briefing
19 th Apr 02	IDC Directions 2002
12 th Apr 02	Christian Dior Fashion Show
11 th Apr 02	AMEX Function
11 th Apr 02	Singapore Business Federation Awards
26 th Mar 02	Singapore Technology Function
19 th Mar 02	Prudential Korea Top Earner Awards
18 th Mar 02	B&O Launch
08 th Mar 02	AIDS Fund Raiser

Singapore Armed Forces | NSF | 06/1999 – 12/2001

Singapore Armed Forces | NSman | 01/2009 – 02/2018

Role Description: Distributed ordnance and vehicle spares - 90% of tasks.

Appointments:

- SAF 1GSMB 1GSMC - DX (Direct Exchange) Store 2IC (12/1999 – 05/2000)
- SAF Starlight Puwei Camp - Vespa (Vehicle Spares) Store IC (05/2000 – 05/2001)
- SAF Starlight Puwei Camp - POL (Petroleum Oils Lubricants) Store IC (05/2000 – 05/2001)
- SAF Starlight Puwei Camp - Mess Treasurer (07/2000 – 05/2001)
- SAF Starlight Puwei Camp - Internet Coordinator (07/2000 – 05/2001)
- SAF Starlight Puwei Camp - House Member (11/2000 – 05/2001)
- SAF 1GSMB 1GSMC - DX (Direct Exchange) Store 2IC (06/2001 – 12/2001)
- SAF MCSSB Maintenance Company - Company Quartermaster Sergeant (01/2009 – 02/2018)

Highlights:

- Awarded "Letter of Commendation" for outstanding performance during In-Camp-Training during Sep 2012.
- Awarded "Letter of Commendation" for outstanding performance during In-Camp-Training during Dec 2011.
- Awarded "Letter of Commendation" for outstanding performance during In-Camp-Training during Dec 2010.
- Awarded "1GSMB Battalion Soldier of the month" for outstanding performance during Sep 2001.
- Awarded SAF Starlight "End of Tour" Commemoration Plaque during May 2001.

Responsibilities:

- Issue vehicles spares, ordnance spares.
- Keep proper records of all spares.
- Dispose of items which were BER (Beyond Economic Repair) status.

Role Description: Additional events and videos duties assigned by commanders - 10% of tasks.

Projects (Video Director/Camera Operator)

19 th Oct 01	Army Logistics CMTV Video
05 th Oct 01	Army Logistics HMTV Video
14 th Sep 01	Army Logistics Field Maintenance Safety Video

Events (SAF Events Setup Crew)

09 th Nov 01	Logistics Formation Safety Exhibition
11 th Oct 01	CMEO Conference
26 th Sep 01	Head Logistics Conference

Theatre | Swing Carpenter Freelancer | 12/1994 – 02/1995

Responsibilities:

- Assist the senior crew in setting up the set pieces and props in Kallang Theatre.

Projects

19 th Dec 94	Les Miserables
06 th Feb 95	Phantom of the Opera

Awards

SAF MCSSB ICT Commendation Letter 2012
SAF MCSSB ICT Commendation Letter 2011
SAF MCSSB ICT Commendation Letter 2010
SAF GSMB Battalion Soldier of the Month Aug 2001
SAF Starlight End of Tour Award May 2001
Hokkien Huay Kuan Scholarship 1998
Hokkien Huay Kuan Scholarship 1997
Ngee Ann Polytechnic FSV Book Prize Award 1997

Testimonials

"In view of his excellent performance, we have assigned an international scale project by our client Char Yong (Da Bu) Association for their 150th anniversary celebration and Mr. Lee Hsien Loong, our Prime Minister had agreed to be the event's Guest of Honour held on October 04, 2008 at Suntec Convention Hall."

Clarence Cheung, DGM, JPIEM

"He handles his projects independently without supervision, and takes initiative to suggest new ideas when necessary; there were plenty of complimentary tributes to his work ethic."

Donald Ng, Manager CA, KKH

"He has also risen to the occasion and taken additional roles as the director for various major projects like SABIC 25th Anniversary, Euromoney, ICICI and P&G Asia Pacific Distributors Conference."

William Tan, Project Manager, FI

"Eugene has performed well in both the theatre and events industry, he has worked on some major projects that include AIDS Fundraiser, the Lena Maria Concert, and the RCMS 6th Annual Food and Wine Festival."

Neil Orris, Operations Manager, FI

"His contributions have thus earned him recognition among his peers and he was awarded "Best soldier for the month of August 2001" for GSMB. 3SG EUGENE NG has proven that he is an intelligent and obedient soldier."

CPT Chua Sze Wee, OC 1 GSMC, SAF GSMB

"His efforts did not go unrecognized, as he was sent back to Singapore for his upgrading course so that he could take up higher appointments in SAF Starlight."

MSG Soh Kok Chuen, LAD I/C Puwei Camp, SAF Starlight

"The other special skill that he has, is that he is able to work under extreme stress and to tight deadlines. This became very obvious through his work as an editor."

Tanja Visosevic, Lecturer, ECU

"Eugene has demonstrated in his written work awareness and understanding of the major theories/theorists, organised his thought and expression so that a reader could follow his ideas easily."

Dr Debbie Rodan, Lecturer, ECU

"Eugene and his project partner created a four-minute animation about a man who wishes to fly. This animation has been screened at several festivals including the 7th International Student Film Festival in Tel Aviv."

Michelle Gntuzman, Deputy Director, FMS, NP

"Eugene demonstrated his talent and creativity in my class, and was able to incorporate his wicked sense of humour in his class assignments and projects. His performance as well as the quality of his work were exemplary, and thus his work was always entertaining to watch, and a pleasure to grade."

Jacobus Artanto, Lecturer, FSV, NP

"He developed a multimedia application project using Authorware Professional and C Programming as part of the course requirement. He demonstrated his talent and creativity in computer software development within tight schedule, and proved very capable to the tasks."

Chee Hock Wah, Lecturer, NP

"His attitude, performance as well as the quality of his work was highly reflected in the finished product. Eugene was quite proficient with 3DSMAX and Photoshop, and learnt Freehand and Director with relative ease."

Desmond Ong, Systems Manager, SEC

Education

BA, Bachelor of Communications - Edith Cowan University, Australia

Diploma in Film, Sound & Video - Ngee Ann Polytechnic

Diploma in E-Commerce (Omni-Channel) - SCCIOB (anticipated completion Dec 2020)

Diploma in Events Management & Operations - SCCIOB

Diploma in Retail Operations - SCCIOB

Diploma in Venue Management - SCCIOB

Certified Digital Marketing Strategist - Equinet

Certification

Advanced Google Analytics

Brand Management NICF ICT-SNM-4002

Content Strategy NICF ICT-SNM-4004

Content Strategy NICF ICT-SNM-5004

Content Marketing Strategy (Equinet)

Digital Advertising

Digital Marketing Analytics

Digital Marketing Strategy

E-Commerce (anticipated completion 12/20)

Getting Started With Google Analytics 360

Google Ads Search

Google Analytics for Beginners

Google Analytics for Power Users

Google Analytics Individual Qualification (GAIQ)

Google Tag Manager Fundamentals

Integrated Marketing NICF ICT-SNM-3006

Integrated Marketing NICF ICT-SNM-4006-1.1

Integrated Marketing NICF ICT-SNM-5006-1.1

Integrated Marketing NICF ICT-SNM-5007-1.1

Introduction to Data Studio

Market Research ICT-SNM-5007-1.1

Search Engine Optimization

PurpleClick Search Marketing

SEMrush Advanced Competitive Research

SEMrush Competitor Analysis

SEMrush Link Building

SEMrush Management, Reporting, and Collaboration

SEMrush Mobile, International, and Local SEO

SEMrush On-Page and Technical SEO

SEMrush PPC Automation

SEMrush PPC Fundamentals

Abacus Basic Course

Accident and Incident Response

Beginners Computers Application

Brand Portfolio Management

Business Opportunities Development

Computerised English Language Proficiency Test

Compliance with Legislative & Regulatory (PDPA)

Crisis Management

Crowd Control and Planning

Customer Acquisition and Retention

Customer Loyalty

Delegates and Participants Management

DOS Computing

E-Commerce Campaign Management

Equipment & Venue Management

Events Planning and Management

Idea Generation and Selection

Managing Stakeholder Expectations

Manpower Planning

Medical Terminology

Micro-Computing Applications

Negotiations

Order Fulfilment and Returns Processing

Problem Identification

Productivity and Innovation

Process Improvement

Project Management

Resource Management

Sales Target Management

Service Challenges

Service Information and Results

SEMrush Rank Tracking
SEMrush SEO Toolkit
SEMrush SEO Toolkit for Advanced SEMrush Users
SEMrush Site Audit
Social Media Marketing (Equinet)
Social Media Marketing RET-OTO-4007 (SMET)
Social Media Management RET-OTO-4006
Software Design NICF ICT-DES-3005-1.1
WordPress Website Creation

Social Media Marketing (SCCIOB)
Software Application
Sponsorship Management
Supply Supervisor
Vendor Management
Vocational Training
Windows Computing Applications
Workplace Safety and Health Performance Management

Language Proficiency

★★★★★ English (Daily use)
★★★★☆ Mandarin (Daily use)
★★★☆☆ Hokkien (Mother tongue)
★★☆☆☆ Teochew (Survivable)
☆☆☆☆☆ Japanese (あきらめた akirameta)

Skills Proficiency

★★★★★ Above the line Advertising
★★★★★ Below the line Advertising
★★★★★ Branding & Corporate Identity
★★★★★ Budget Planning & Administration
★★★★★ Content Strategy
★★★★★ Digital Advertising
★★★★★ Event Management
★★★★★ Event Planning
★★★★★ Kanban Methodology
★★★★★ Photography
★★★★★ Project Management
★★★★★ Resource Management
★★★★★ Search Engine Optimisation
★★★★★ Sales Funnel
★★★★★ Search Engine Marketing
★★★★★ Social Media Marketing
★★★★★ Social Media Management
★★★★★ Video Editing
★★★★★ Video Engineering
★★★★☆ Customer Relationship Management
★★★★☆ Data Analytics
★★★★☆ Designing
★★★★☆ Scene Lighting
★★★★☆ Photo Editing
★★★★☆ Videography
★★★☆☆ Audio Engineering
★★★☆☆ Email Marketing
★★★☆☆ Lighting Board Programming
★★★☆☆ Pseudocode
★★★☆☆ Programming
★★★☆☆ Scrum Methodology
★★★☆☆ Truss Rigging
★★☆☆☆ Airline reservation systems (ARS)

Software Tools Proficiency

★★★★★ Adobe Indesign (since 2013)
★★★★★ Adobe Photoshop (since 1996)
★★★★★ Adobe Premiere (since 1996)
★★★★★ Canva (since 2016)
★★★★★ Microsoft Excel (since 1993)
★★★★★ Microsoft PowerPoint (since 1993)
★★★★★ Microsoft Word (since 1993)
★★★★☆ 3DSMax (since 1996)
★★★★☆ Avid (since 1997)
★★★★☆ Facebook Business Manager (since 2015)
★★★★☆ Final Cut Pro (since 2003)
★★★★☆ Funnelytics (since 2019)
★★★★☆ Google Analytics (since 2016)
★★★★☆ Google Trends (since 2016)
★★★★☆ Harvard Graphics (since 1992)
★★★★☆ Hootsuite (since 2017)
★★★★☆ SoftImage (since 1997)
★★★★☆ WordPerfect (since 1992)
★★★☆☆ Adobe Illustrator (since 2014)
★★★☆☆ Ahrefs (since 2019)
★★★☆☆ Animo (since 1998)
★★★☆☆ C (since 1995)
★★★☆☆ C++ (since 1995)
★★★☆☆ MailChimp (since 2018)
★★★☆☆ Maya (since 1997)
★★★☆☆ Microsoft Access (since 1995)
★★★☆☆ Pascal (since 1994)
★★★☆☆ Ubersuggest (since 2019)
★★★☆☆ Visual Basic (since 1996)
★★★☆☆ Visual C (since 1996)
★★☆☆☆ COBOL (since 1994)
☆☆☆☆☆ Abacus GDS (since 2007)

★★★★☆ SEMrush (since 2017)

☆☆☆☆☆ Galileo GDS (since 2007)

Hardware Tools Proficiency

★★★★★ Analogway Smart Cut II – S-CUT 2

★★★★★ Analogway Smart Fade – SMF-251A

★★★★★ Analogway Graphic Switcher – GSW-611-RMFS

★★★★★ Analogway Graphic Switcher II – GSW2811R

★★★★★ Nikon D3S, D4

★★★★★ Proxima 9320

★★★★★ Sharp Notevision XG-C55X

★★★★☆ Extron Matrix Switcher 8x4

★★★★☆ Extron IN2061 Video Hum Suppressor

★★★★☆ Panasonic MX-50 Video Mixer

★★★★☆ Sony A850, A900, A99

★★★★☆ Sony DS-20 DV VTR

★★★★☆ Sony DFS-700 Video Mixer

★★★★☆ Sony DS-30 DV VTR

★★★☆☆ Avolite Pearl 2000

★★★☆☆ Canon 5D III, 80D

★★★☆☆ Mac 250, 500, 600

★★★☆☆ Mackie DFX-12 12 Channel Mixer

★★★☆☆ Mackie DFX-6 6 Channel Mixer

★★★☆☆ Tomcat Truss

Character Referees

Former Deputy General Manager in JPIT/JPEM

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Former Manager in KKH

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