

# Denise Tan

Read my work: [stuffwrittenbydenise.com](http://stuffwrittenbydenise.com)  
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## Professional Copywriting and Account Management

I'm a double-major graduate with a BA in Communication and Psychology. In my work, I apply a love of linguistics and manipulating minds with messages. I'm intentional, chronically knowledge-hungry, and pigs will fly the day I let a detail slip from my grasp. In my downtime, I review books and cement my standing as everyone's favourite proofreader/editor/copy consultant.

## Experience

2024-present	<div><b>Freelance Copywriter</b><ul style="list-style-type: none"><li>Copyediting, proofreading, copywriting</li><li>Crafting core brand messaging</li></ul></div>
2023-2024	<div><b>Junior Account Executive - Brand &amp; Communications   GastroSense Intern - Brand &amp; Communications</b><ul style="list-style-type: none"><li>Specialisation in brand development, communication, and marketing</li><li>Copywriting<ul style="list-style-type: none"><li>Producing and editing 30+ press releases across brands</li><li>Content planning</li><li>Drafting pitches to media</li></ul></li><li>Crafting core brand messaging in branding projects<ul style="list-style-type: none"><li>Preparing and presenting brand decks</li><li>Executing media training for clients</li></ul></li><li>Account management<ul style="list-style-type: none"><li>Developing and executing strategies and timelines</li></ul></li><li>Managing press enquiries<ul style="list-style-type: none"><li>Drafting interview responses</li><li>Preparing press material</li></ul></li><li>Supporting media engagement<ul style="list-style-type: none"><li>Hosting media at clients' outlets</li></ul></li></ul></div>
2022	<div><b>Teacher   Ascend International Training</b><ul style="list-style-type: none"><li>Conducting experiential hands-on lessons for preschool children</li><li>Assisting in biweekly lesson planning</li></ul></div>
2019	<div><b>Public Relations Officer   Shin Khai</b><ul style="list-style-type: none"><li>Managing public enquiries and communication</li><li>Editing and reviewing written content</li><li>Liaising with affiliated organisations</li><li>Ad-hoc administrative duties</li></ul></div>

## Education

2020-2023	<div><b>University at Buffalo, SIM   BA Communication &amp; Psychology</b><ul style="list-style-type: none"><li>3.7/4 Communication Departmental GPA</li></ul></div>
2017-2018	<div><b>Tampines Junior College   'A' Levels</b><ul style="list-style-type: none"><li>CDC-CCC Education Merit Award 2017</li></ul></div>
2013-2016	<div><b>Ngee Ann Secondary School   'O' Levels</b><ul style="list-style-type: none"><li>Certificate of Merit for Outstanding Performance in English Literature 2015</li><li>SYF Certificate of Recognition (Special Mention) 2014</li></ul></div>

## Skills

Professional & creative writing	Art & design	Communication & interpersonal skills
Microsoft Office	Google Workspace	Canva