

Denise Tan

Read my work: 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

Freelance Copywriter

- Copyediting, proofreading, copywriting
- Crafting core brand messaging

2023-
2024

Junior Account Executive - Brand & Communications | GastroSense Intern - Brand & Communications

- Specialisation in brand development, communication, and marketing
- Copywriting
 - Producing and editing 30+ press releases across brands
 - Content planning
 - Drafting pitches to media
- Crafting core brand messaging in branding projects
 - Preparing and presenting brand decks
 - Executing media training for clients
- Account management
 - Developing and executing strategies and timelines
- Managing press enquiries
 - Drafting interview responses
 - Preparing press material
- Supporting media engagement
 - Hosting media at clients' outlets

2022

Teacher | Ascend International Training

- Conducting experiential hands-on lessons for preschool children
- Assisting in biweekly lesson planning

2019

Public Relations Officer | Shin Khai

- Managing public enquiries and communication
- Editing and reviewing written content
- Liaising with affiliated organisations
- Ad-hoc administrative duties

Education

2020-
2023

University at Buffalo, SIM | BA Communication & Psychology

- 3.7/4 Communication Departmental GPA

2017-
2018

Tampines Junior College | 'A' Levels

- CDC-CCC Education Merit Award 2017

2013-
2016

Ngee Ann Secondary School | 'O' Levels

- Certificate of Merit for Outstanding Performance in English Literature 2015
- SYF Certificate of Recognition (Special Mention) 2014

Skills

Professional & creative writing
Microsoft Office

Art & design
Google Workspace

Communication & interpersonal skills
Canva