

LIM LIANG YNG

(+65) 96361490 | limliangyng@u.nus.edu | www.linkedin.com/in/limliangyng

Available from May 2026

EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE (NUS)

Aug 2022 - May 2026

Double Degree in Business Administration (Hons) and Social Sciences (Communications and New Media) (Hons)

- Current CAP: 4.40/5.0 and 4.58/5.0
- Awards and Achievements: Dean's List AY25/26, UTOP 2025, Second Runner-up at L'Oréal Brandstorm 2024
- CCAs: NUS Students' Business Club, NUS Cycling, Temasek Hall, NUS Students' Community Service Club

SEOUL NATIONAL UNIVERSITY (SNU)

Jun 2025 - Jul 2025

International Summer Program

- Modules: Dis/Misinformation in the Digital Age (A+), Korean Language (A+)

THE UNIVERSITY OF MANCHESTER (UOM)

Jan 2025 - Jun 2025

Student Exchange Program

- Modules: Marketing Communications in the Digital Age (First Class), Strategy (First Class)

PROFESSIONAL EXPERIENCE

ELMWOOD BRAND CONSULTANCY

May 2024 - Aug 2024

Junior Strategist & Cultural Decoder

- Led market research and competitive audits for 10+ global brands across FMCG, automotive, telecom and healthcare & hygiene, identifying whitespace opportunities and category trends, informing portfolio expansion and brand strategy, including a global portfolio analysis for Kellanova across 14 markets and 3 categories
- Refined brand positioning by applying naming frameworks, creative territories, and brand architecture, optimising messaging and portfolio structure and boosting brand differentiation and internal alignment
- Synthesised cultural insights through social listening, on-site research, and behavioural analysis, tracking shifts in Gen Z and Gen Alpha behaviours to inform marketing and communication strategies across industries

MULLENLOWE SINGAPORE

Mar 2022 - Jun 2022

Junior Creative (Copy)

- Supervised productions and worked with creatives to write and proofread copy to develop, pitch and execute big ideas for global brands such as Unilever and Bayer Brands, winning the Bumble "Make The First Move" (Y2) pitch
- Collaborated with creatives in creating "Knorr Taste Therapy Kit", made the Cannes Lions Shortlist (Health & Wellness) and won MAD STARS Crystal (Healthcare), Creative Circle Awards Bronze (Direct) and Creative Circle Awards Bronze (Direct for Good)

LEADERSHIP & COMMITTEE EXPERIENCE

NUS STUDENTS' BUSINESS CLUB

Aug 2023 - Present

Director of Bizad Charity Run 2026

- Directed end-to-end delivery of Bizad Charity Run by leading a 33-member team across 7 functions and acting as central decision-maker and liaison with NUS Business School Association (NUSBSA), executing largest run in 6 years and welcoming 1,200+ paid runners (+90% YoY) among 1,500+ total participants
- Spearheaded an integrated digital and on-ground marketing strategy, leveraging earned, paid, shared and owned media alongside targeted roadshows across 4 faculties, driving ~800K views (+100%), 1,000+ new followers and ~9x uplift in on-site sign-ups
- Oversaw and negotiated sponsorship strategy, engaging with key sponsors and directing managers through negotiations and execution, collectively securing \$400K+ in sponsorship value (excluding vouchers) and driving a value uplift of over 800%
- Championed brand strategy to reinforce event positioning, designing brand assets and race entitlements using Adobe Illustrator and Procreate, supporting overall participant conversion and sponsor value creation

ARTS & COMMUNITY INVOLVEMENT

MINISTRY OF BELLZ (SINGAPORE)

Jan 2020 - Present

Musician & Designer

- Perform in live concerts with 14 years of experience, including international exchanges such as "A Christmas Handbell Concert 2022" in Thailand, representing Singapore and Ministry of Bellz

FAMILIES FOR LIFE

Jan 2022 - Present

Volunteer Leader

- Organise initiatives to rally like-minded individuals, families and organisations to strengthen family bonds through large-scale events, national celebrations and digital campaigns such as the Nee Soon Central CC Grand Opening

ADDITIONAL INFORMATION

- Proficient in English and Mandarin, Level 1 Beginner in Korean
- Active user of Adobe Creative Cloud (Lightroom, Illustrator, InDesign, Photoshop and Premiere Pro)
- Once let go of an opportunity to become a national air rifle shooter to instead, ring handbells