

LIM LIANG YNG

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

EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE (NUS) Aug 2022 – July 2026
Double Degree in Business Administration (Hons) and Social Sciences (Communications and New Media) (Hons)

- Current CAP: 4.33/5.0 and 4.50/5.0
- Awards and Achievements: Second Runner-up at L'Oréal Brandstorm 2024
- CCAs: NUS Cycling, NUS Students' Business Club, Temasek Hall, NUS Students' Community Service Club

SEOUL NATIONAL UNIVERSITY (SNU) Jun 2025 – Jul 2025
International Summer Program

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

THE UNIVERSITY OF MANCHESTER (UOM) Jan 2025 – Jun 2025
Student Exchange Program

- Marketing Communications in the Digital Age (First Class)
- Strategy (First Class)
- Services Marketing Management (Upper Second 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 that informed 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 models to optimise messaging, portfolio structures and consumer engagement strategies, contributing to major rebranding initiatives that strengthened differentiation and internal alignment
- Synthesised consumer and cultural insights through social listening, on-site research and behavioural analysis, tracking shifts in Gen Z and Gen Alpha engagement, digital behaviours and category evolution, directly shaping marketing and communication strategies across industries

MINISTRY OF BELLZ (SINGAPORE) Jan 2020 - Present
Musician & Designer

- Actively perform in live concerts with 12 years of experience, including international exchanges such as "A Christmas Handbell Concert 2022" in Thailand, representing Singapore and Ministry of Bellz
- Designed and created the concert booklet for the MOB annual 2024 concert using software like Canva and FlippingBook, captivating audiences with graphics and interactive features that elevate the concert experience

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 – Feb 2024
Social Media Executive of Bizad Charity Run 2024

- Developed a comprehensive social media strategy, crafting 16 impactful campaigns across Instagram, TikTok and Facebook using Adobe Illustrator and Canva generating 175,192 impressions over 30 Instagram posts

VOLUNTEERING EXPERIENCE

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