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## Profile Summary

Resourceful and driven individual with hands-on experience in entrepreneurship, digital marketing, and client-facing roles. At 19, I've built and operated multiple small businesses while pursuing my studies, developing strong communication, time management, and problem-solving skills. I thrive in collaborative environments, adapt quickly to new challenges, and am constantly seeking opportunities to grow through feedback and real-world learning.

## skills

- Communication
- Creative & Digital Content
- Entrepreneurial
- Problem-solving

## Work Experience

### ***Creative Intern – JT Financial Education & Senior Living JB***

*Jan 2024 – Present*

- Designed and managed websites for two brands, enhancing user experience and digital presence
- Produced and scheduled social media content across multiple platforms
- Assisted in digital marketing and performance tracking using analytics tools

### ***Founder – NotenTech (Registered Business)***

*Aug 2024 – Apr 2025*

- Built and scaled a PC resale company specializing in refurbished gaming computers
- Managed procurement, pricing, customer service, and fulfillment operations
- Developed marketing materials and executed digital sales strategies
- Gained experience in business operations, budgeting, and customer retention

### ***Co-Founder – Sermade (Motivational Clothing Brand)***

*Jan 2024 – Present*

- Co-led brand development and creative direction for a youth-focused apparel brand
- Managed content creation, social media campaigns, and influencer outreach
- Organised and executed photoshoots, pop-up events, and community challenges
- Built a brand that encourages mental resilience with the tagline “We Don’t Do Easy”

## Other Work Experience (Part-Time Roles)

- F&B Service Crew – Gained experience in fast-paced restaurants, developed customer service, teamwork, and multitasking skills
- Retail Assistant – Assisted customers with product selection, restocked inventory, and processed transactions
- Event Crew – Supported event logistics, crowd management, and brand activations at public events
- Customer Service Roles – Worked across industries including fashion, food, and tech, building strong communication and problem-solving skills

## Education

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### Ngee Ann Polytechnic

Business Studies

2024-Present

### Hillgrove Secondary School

Normal Academic Level + O Level Secondary 5

2019-2023

## Professional Certificates

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### Entrepreneurship First Steps

2023

This course deepened my understanding of entrepreneurship, including problem-solving, customer satisfaction, profitability, idea generation, business planning, and marketing, enabling me to launch a prototype product/service aligned with my entrepreneurial interests.

### Entrepenuership in Emerging Makrets

2023

Gained insights into how entrepreneurship and innovation address social challenges in emerging economies, recognizing opportunities in fast-growing markets, evaluating them using a conceptual framework, and identifying problems suitable for entrepreneurial solutions.

## Links and Portfolio

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Website Portfolio: [Elliotzhuo.com](http://Elliotzhuo.com)

TikTok (Content & Entrepreneurship): [@aufweg](https://www.tiktok.com/@aufweg)

LinkedIn: [Linkedin.com/in/elliotzhuo/](https://www.linkedin.com/in/elliotzhuo/)

Sermade (Clothing Brand): [sermadeofficial.com](http://sermadeofficial.com)

JT Financial Education (Website Work): [jtfinancialeducation.com](http://jtfinancialeducation.com)

Senior Living JB (Website Work): [seniorlivingjb.com](http://seniorlivingjb.com)

NotenTech (PC Business - Archive/Showcase): [Notentech.com](http://Notentech.com)