

# XENSON ENG ZHENG KANG

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## STUDENT

### PROFESSIONAL SUMMARY

*I am an undergraduate student in Ngee Ann Polytechnic pursuing Business Studies with a deep interest in entrepreneurship and business strategy. Driven by my passion for innovation, I am eager to bridge market gaps and create impactful solution in the world. I look forward to opportunities where I can learn, contribute, and grow.*

#### TECHNICAL SKILLS

- Microsoft Excel
- Canva (Graphic Design)
- Figma (UI/UX Design)
- Photoshop (Image Editing)
- PowerPoint (Presentations)
- Social Media Marketing (Instagram, TikTok, Capcut, Meta Ads)

#### PROFESSIONAL SKILLS

- Leadership
- Communication
- Problem-Solving
- Creative Thinking
- Entrepreneurial

#### PERSONAL PROJECTS

**Bmthub | Ecommerce store | Co-Founder** Jan 2022 - May 2023

- Identified high-demand badminton products unavailable in Singapore and sourced them from overseas
- Imported and sold products locally, managing inventory and customer delivery

**SER-MADE| Apparel Brand | Founder** Dec 2024 - Present

- Designed apparel concepts from T-shirt, Socks, Caps
- Sourced and coordinated with overseas suppliers for efficient production
- Managed inventory, order fulfilment and logistics
- Coordinated and executed photoshoots, pop-up events, and community engagement initiatives
- Managed marketing campaigns to boost brand awareness through content and influencer outreach
- Led team tasks to ensure smooth operations from designing to video production

#### EDUCATION

**Riverside Primary School** Jan 2013- Dec 2019

- Co-curricular activity: Badminton

**Sembawang Secondary School** Jan 2019 - Sept 2023

- Co-curricular activity: Badminton
- Captain of the Badminton School Team
- Executive Committee of the Student Council (Deputy Head of Compliance)

- Co-curricular activity: Ngee Ann Badminton School Team, BA Envoy, BA Green, The Sandbox advocates

## WORK EXPERIENCE

### Badminton Coach | Divine Badminton Academy Jan 2023 - Present

- Coached over 50 students, ranging from children to adults, improving skills and performance through structured training sessions.
- Assisted in organizing and running training activities, ensuring smooth operations and positive learning experiences.
- Planned and conducted training sessions both on-court (skills & drills) and off-court (fitness, strategy, and mental preparation).

### Part Time Service Crew | Sentosa Development Corporation Mar 2024 - Feb 2025

- Generated a 20% increase in sales and a 5% increase in foot traffic by building strong relationships with customers
- Collaborated with colleagues to streamline processes, resulting in improved efficiency and guest satisfaction
- Assisted in daily operations of the F&B outlet, including closing duties, inventory management, and ensuring quality standards

### Event Ambassador @ F1 Singapore Grand Prix 2024 | ST Logistics Sep 2024 - Sep 2024

- Assisted ST Logistics in distributing equipment to Singapore Police Force and ensuring accurate inventory tracking.
- Coordinated logistics flow of items issued and returned to support smooth event operations.
- Provided on-site support during a high-profile international event, ensuring professionalism and efficiency.

### Sales Professional | Royal Organisation Mar 2025 - May 2025

- Conducted door-to-door sales, converting homeowners from competitors by tailoring Singtel's TV and WiFi solutions to their needs.
- Performed deep needs analysis with homeowners to uncover frustrations and provide suitable solutions.
- Simplified technical features into with real-world customer needs

## AWARDS & ACHIEVEMENTS

- Our Singapore Leadership Programme (2024)

## LINKS AND PORTFOLIO

Website Portfolio: [xensoneng.com](https://xensoneng.com)

Linkdin: [Xenson Eng Zheng Kang](#)

Sermade (Apparel brand): [Sermadeofficial.com](https://sermadeofficial.com)