



EBEL TANG

Copy Lead

ABOUT ME

A versatile copy lead with a demonstrated history of crafting engaging advertisements, product marketing efforts, SEO pieces, and CRM journeys.

I am passionate about transforming the esoteric into the easily understood, having written for multiple sectors since 2013. These include Web3, prediction markets, finance, fintech, fine spirits, and healthcare.

PERSONAL DETAILS

Nationality: Singaporean

Date of Birth: 25/02/1995

Mobile Number: +65 9155 5823

Email: tangeb@l@gmail.com

LinkedIn: <https://www.linkedin.com/in/ebeltang/>

Portfolio: ebeltang.com

ADDITIONAL INFORMATION

Professional Certifications

- Leadership and Communication Professional Certificate (HarvardX)
- Gin Ambassador (BIIAB)
- Whisky Ambassador (BIIAB)
- WSET Level 1 Award in Spirits (WSET)
- Storytelling Through Film and Television (Chapman University)

Language Proficiency

- English (Written & Spoken) - Native Fluency
- Cantonese (Spoken), Chinese (Written & Spoken), and Thai (Written & Spoken) - Intermediate Fluency
- Japanese (Written & Spoken) - Basic Fluency

Software Skills

- Google Workspace (Docs, Sheets, Slides, Analytics)
- Figma (Incl. Figma Weave)
- AI Assistants (Claude, ChatGPT)
- Generative AI (Higgsfield, ElevenLabs, Artlist)

PROFESSIONAL HISTORY

Associate Growth Copywriting Lead

Crypto.com (Jan 2026 - Aug 2026)

Led a team of writers and oversaw creative strategy and execution, along with A/B testing and performance analysis for the user acquisition + customer relationship management efforts for Crypto.com and OG.com, the company's predictions market. Also part of a pioneering team that developed automated Gen AI UGC for owned and paid media.

Crypto.com and OG.com Highlights (2021-2026)

- Averaged **1.8% CTR** for Crypto.com's paid ads (Google, Meta, X, etc.), and **2% CTR** for OG.com
- Contributed to **5,500+ unique creatives** for OG.com from Feb-June 2026
- Selected by Meta for a paid ads best practice showcase for the Crypto.com Visa Signature® Credit Card launch. Delivered a month-on-month **36% CTR increase** and **5.4% CPI uplift**.
- CRM efforts drove a **2-3x year-on-year increase** in transaction volumes

Senior Growth Copywriter

Crypto.com (Mar 2024 - Dec 2025)

Conceptualised creative and A/B testing strategies while crafting copy for Crypto.com's user acquisition + customer relationship management efforts. Also spearheaded efforts to develop an AI-powered tool to enhance copywriting efficiency for cross-functional team members.

Growth & Product Content and Copywriter

Crypto.com (Dec 2021 - Feb 2024)

Wrote, edited, and proofread copy at a 360° level (UI/UX flows > paid static + video ads > product marketing comms, incl. blog, Facebook, X, Instagram, and LinkedIn posts > customer relationship management comms) for Crypto.com's full product ecosystem.

Finance & Web Content Writer

SingSaver (Jul 2021 - Dec 2021)

Crafted content (SEO feature pieces, sponsored posts, video scripts, infographics, FAQs, etc.) for the investments, insurance, savings, and cryptocurrency verticals for Singapore's leading personal finance platform.

SingSaver Highlights (2020 - 2021)

- Blog:** Posts contributed to **1 million monthly page views** + **3-5% CTR**
- Website:** Copy + SEO efforts helped drive **2 million monthly page views**

Finance Content Executive

SingSaver (Sep 2020 - Jun 2021)

Crafted UI/UX, website, and campaign copies, long-form feature articles, and managed CMS updates for Singapore's leading personal finance platform.

Founder

Elixir (elixir-sg.com) (Jun 2020 - Jun 2022)

Founded a website covering whisky in Singapore. Crafted news articles & feature pieces, managed its Facebook and Instagram pages, and liaised extensively with brand and product experts. **Featured on CNA938 Live as a subject matter expert in July 2020.**

Content & Marketing Specialist (SGUnited Traineeship)

ErgoEdge (Aug 2020 - Sep 2020)

Conceptualised and executed content strategy for a trailblazing ergonomics products firm in Singapore, encompassing a series of SEO articles and foundational customer relationship management communications.

ACADEMIC HISTORY

University at Buffalo, The State University of New York

BA (Hons.) Communication and Psychology (GPA 3.74/4.0) (Aug 2017 - May 2020)

Dean's List, Barnes Group Foundation Scholarship, Phi Beta Kappa Honour Society

Singapore Polytechnic

Diploma in Media and Communication (GPA 3.36/4.00) (Apr 2012 - Mar 2015)

SPACE Writers Deputy Chairperson