



EBEL TANG

Content Specialist

ABOUT ME

A highly experienced and versatile content specialist with a demonstrated history of crafting effective long and short-form copy. I have extensive experience creating copy across industries, including Web3, finance, fintech, alcoholic beverages, consumer technology, 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)
- WSET Level 1 Award in Spirits (WSET)
- Whisky Ambassador (BIIAB)
- Storytelling through Film and Television (Chapman University)
- Providing Guard and Patrol Services (WSQ)
- Handling Counter-Terrorism Activities (WSQ)
- Conducting Security Screening Using X-Ray Machines (WSQ)
- Handling Security Incidents and Services (WSQ)
- Follow Food and Beverage Safety and Hygiene Policies and Procedures (WSQ)

Language Proficiency

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

PROFESSIONAL HISTORY

Senior Growth Copywriter

Crypto.com (Mar 2024 - Present)

Conceptualised creative strategies while crafting long- and short-form copy for the growth (UA + CRM) efforts for one of the world's top Web3 firms. Also spearheaded efforts to develop and refine an in-house AI tool to enhance copywriting efficiency for cross-functional team members.

Growth & Product Content and Copywriter

Crypto.com (Dec 2021 - Feb 2024)

Crafted, copy-edited, and proofread copy at a 360° level (UI/UX > UA + Product Marketing Comms > CRM Comms) for the full product suite of one of the world's top Web3 firms.

Finance & Web Content Writer

SingSaver (Jul 2021 - Dec 2021)

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

Finance Content Executive

SingSaver (Sep 2020 - Jun 2021)

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

Content & Marketing Specialist (SGUnited Traineeship)

ErgoEdge (Aug 2020 - Sep 2020)

Conceptualised and executed content strategy for a trailblazing ergonomics products firm in Singapore.

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.

Freelance Writer

Multiple Organisations (2013 - Present)

Crafted and proofread a wide range of copy across multiple formats (long-form SEO-optimised articles, eDMs, video scripts, social media posts, etc.) for industry leaders in various sectors, including 2C2P, ANEXT Bank, Heineken, Kaia, and twoplus Fertility.

Intern Journalist

Digital Life (Oct 2014 - Feb 2015)

Created reviews, long-form feature stories, news pieces, and curated content for The Straits Times' weekly tech supplement. Over 40 articles published online and in print.

ACADEMIC BACKGROUND

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