



EBEL TANG

Copy Lead

ABOUT ME

A highly versatile copy lead with a demonstrated history of crafting engaging long and short-form copy. I have extensive data-driven experience writing for multiple sectors, including Web3, 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 (Google Docs, Google Sheets, Google Slides)
- Figma
- AI Assistants (Claude, ChatGPT)
- Generative AI (Figma Weave, 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.

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 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)

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.

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.

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.

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.

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