



# AMOZ KUANG

ASPIRING AD MAN

## SOCIAL


 <https://linkedin.com/in/amos-kuang/>

 @amosk

 <https://amosk.wordpress.com>

## TRADITIONAL

 +65 9850 1950

 [kuangamos7@gmail.com](mailto:kuangamos7@gmail.com)

 <https://kuangamos.journoportfolio.com/>

## TECHNICAL SKILLS

- MICROSOFT OFFICE
- SKETCHUP
- SPSS
- ADOBE CREATIVE SUITE  
(PHOTOSHOP,  
DREAMWEAVER)
- SONY ACID

## PROFILE STATEMENT

A fresh graduate from the University of Southampton, Bachelor of Science (Honours) in Marketing, Amoz's desire to learn the underlying intents and contribute to the ever-growing advertising space is coupled with independence. His penchant for precision and complexity extends beyond the personality and craft, ever seeking opportunities to learn and be enthralled with real experiences.

## ACCOMPLISHMENT

### HILL+KNOWLTON STRATEGIES | ACCOUNT MANAGEMENT INTERN | 2018

- Rendered support in new Business Development pitches including Alcon, Park Place Technologies, GSK
- Assisted in country keynote events - SIWW, SICW 2018 - which saw foreign delegates.

### ATOMZ ! | ACCOUNT SERVICING ASSOCIATE | 2017

- Assisted in garnering 44K and 2.5K followers on 'Bugis Junction X Bugis+' on FB and IG respectively, through conceptualisation of events and online engagement mechanics.

### TEMASEK POLY | FINAL-YEAR INDUSTRY PROJECT | 2015

- Achieved 'Commendable Teamwork Award'; 3-Man team undertaking a 6-Man work load. Crafted viable retail business in a local context, under given circumstances.

### TP BUSINESS STUDIES CLUB | CCA LEADERSHIP MERIT | 2014

- Fostered 15 Interests Groups in TP Business Schools; Saw an increase in IG Camp attendance by at least 30pax.
- Spearheaded pilot event - BizFactor Singing Competition.

### FRASERS CENTREPOINT TRUST | INTERNSHIP | 2014

- Corroborated in the increase of Bedok Point's customer shopfall by 10%, from Oct-Nov 2014, due to mall events and promotional executions.
- Assisted in the reduction of empty vacant leases in Bedok Point by 15%.

### SRA-MASTERCARD | SCHOLARSHIP AWARD | 2013

- 1st recipient of Scholarship Programme; Attained good experiential and academic achievements in Freshman Year of Poly

### ACS (BR) | LEADERSHIP MERIT | 2010


- Class chairman and NCC (Sea) Senior - steered the attendance rate to an increase from 85% to 95% respectively.


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## INDUSTRY-RELATED SKILLS

- LIAISON
- EVENT PLANNING
- CONTENT  
CURATION/CREATION
- DATA ANALYTICS
- SEO/SEM

## INDUSTRY EXPERIENCE

- FREELANCE ACADEMIC WRITER | WRITER'S HUB | 2017-PRESENT
- PROSPR COMMS | COMMUNICATION STRATEGIST | 2018-2019
- HILL+KNOWLTON STRATEGIES | ACCOUNT MANAGEMENT INTERN | 2018
- ATOMZ !! | ACCOUNT SERVICING ASSOCIATE | 2017
- COLLECTION OF STYLE | FASHION ADVISOR | 2014 - 2015
- FRASERS CENTREPOINT TRUST | A&P COORDINATOR | 2014
- ABERCROMBIE & FITCH | SALES ASSOCIATE | 2012 - 2013
- RENOVELL SERVICES PTE LTD | PHOTOGRAPHER | 2011 - 2012

## EDUCATION

### UNIVERSITY OF SOUTHAMPTON | 2017 - 2019

- Bachelor of Science (BSc) in Marketing

### TEMASEK POLYTECHNIC | 2012 - 2015

- Diploma in Retail Management

### ANGLO-CHINESE SCHOOL (BARKER ROAD) | 2006 - 2010

- GCE O Levels

## VOLUNTARY ACTIVITIES

### KHUN JACK | MARCOMMS SPECIALIST | 2015

- Revamped Khun Jack's retail store (Visual Merchandising)
- Assessed and Marketed the Khun Jack's brand identity
- Social Media control for the Trip

### CARE CORNER ORPHANAGE | STUDENT AMBASS | 2011

- Assisted in the restructuring of management system
- Help to build a hydroponics system in the Orphanage
- Taught English at the Orphanage's public school

### SOO'S NURSING HOME | VOLUNTEER | 2003 - PRESENT

Every Christmas, CNY & occasional festive

- Socialise with the Elderly
- Put up Performances for Entertainment