



# SEAN LEONG

**JR. COPYWRITER & SMU BIZ MANAGEMENT GRADUATE WITH A MAJOR IN MARKETING**

## ABOUT ME:

I am a junior copywriter who's seeking to hone my craft. My goal is to win a few Cannes Lions within the next decade — not for the sake of prestige, but as a mark of mastery. I plan to name my Lions: Tyrion (Bronze), Cersei (Silver), Jamie (Gold), and Tywin (GP). When I am not career chasing; I like to game, read manga & comics, (try to) write novels, explore ulu places, or simply hang out with my friends & family.

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## CONTACT INFO:

Mobile: +6598182994  
Email: seantistic@gmail.com  
Portfolio: seanleong98.com

## CORE ABILITIES:

1. Writes copy
2. Useful for ideation
3. Hard working & diligent
5. Witty and entertaining
6. Well-versed in marketing
7. Good presenter
8. Fun at parties
9. Popculture professor

## ADVERTISING EXPERIENCES:

### **COPYWRITER INTERN, BBH**

Jan 2024 - July 2024

Wrote copy and ideated for Singapore Tourism Board, Nike, Samsung, and the Gong Awards 2024.

### **COPYWRITER INTERN, TSLA**

May 2022 - Aug 2022

Wrote and ideated for StarHub, DBS, POSB and Marriot.

### **COPYWRITER INTERN, BLK J**

Jun 2018 - Sep 2018

Wrote and ideated for Scoot, StarHub, Singapore Hospice, Singapore Tourism Board, and Rotimatic.

### **SOCIAL MEDIA INTERN, ISOBAR**

Sep 2017 - Feb 2018

Managed and created content for NEA Stop Dengue Now, SkillsFuture, and NEA Clean and Green Singapore.

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## CCA & COMMUNITY SERVICE:

### **MARKETING DIRECTOR, THE BLUE AND GOLD**

Aug 2021 - Aug 2023

Wrote quirky articles for the edification of SMU students.

### **WRITER, SMU ART FEST**

May 2021 - Dec 2021

Wrote and directed the human interest stories for 2GETHERAS1.

### **DIGITAL MARKETING MENTOR, KET NOI 6**

Aug 2021 - Dec 2021

Mentored single mothers from Vietnam about social media and how to enhance & boost their visibility.

## EDUCATION:

### **SINGAPORE MANAGEMENT UNIVERSITY**

Aug 2020 - Aug 2024

Bachelor of Business Management, Marketing Major.  
Graduated with Cum Laude.  
Ay 21/22 Dean's List.

### **NGEE ANN POLYTECHNIC**

Apr 2015 - Feb 2019

Diploma in Advertising and Public Relations,

GPA: 3.69/4

Relevant Modules: Ad & Brand Management, Agency Business Management, Marketing Research, Strategic Creative Process, and Strategic Media Planning.

### **SAINT PATRICK'S SECONDARY SCHOOL**

Jan 2011 - Dec 2014

GCE 'O' Levels