

# LEAH GAN

freelance graphic designer / business student



## PROFILE

A highly creative graphic designer and media practitioner proficient in design, video production, social media and creative writing. I am meticulous and driven, able to use my experience with Adobe Photoshop, Lightroom, Premiere Pro and Illustrator to produce creative solutions to achieve a company's goals. To compliment my media skills, I am currently pursuing my Bachelor's degree in Business Management at SMU.

## CONTACT

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leahgan.com



## EDUCATION

2021 – 2025 (expected)

BACHELOR OF BUSINESS  
MANAGEMENT

Singapore Management  
University (SMU)  
Current GPA: 3.7

2018 – 2021

DIPLOMA IN MASS  
COMMUNICATION

Ngee Ann Polytechnic (NP)  
GPA: 3.7

## AWARDS

- Lee Kong Chian School of Business Director's List (2021-2022)
- Ngee Ann Scholarship Award (2018-2021)
- Ngee Ann Polytechnic Director's List (2018-2019)
- Best Performance in the Module "Digital Media Fundamentals" (2018)
- Edusave Certificate of Academic Achievement (2019)
- CHIJ St. Theresa's Convent Excellence in Leadership Award + Leadership Award for CCA (2018)

## PROFESSIONAL EXPERIENCE

September 2020 – Ongoing

SOCIAL MEDIA & INFLUENCER MARKETING

*Bible Games Central*

- Crafting and implementing a social media strategy
- Designing collaterals and writing copy for all posts
- Sourcing, contacting and acquiring of influencers for partnership opportunities
- Providing media expertise and advice

July 2019 – Ongoing

FREELANCE GRAPHIC DESIGNER

*Fiverr.com*

- Design jobs include logos, business cards, letterheads, social media kits, presentation slides, posters and invitation cards

October 2020 – February 2021

"A LAND FOR ALL" SOCIAL MEDIA MARKETING CAMPAIGN

*Ngee Ann Polytechnic and the Ministry of Manpower (MOM)*

- My team ideated and executed a social media campaign to educate youths on MOM's measures and how they support our migrant workers
- As part of the Creative Department, I designed and animated collaterals for our Instagram and Facebook (@alandforall), website (alandforall.com), and more

April 2020 – September 2020

MARKETING (SOCIAL MEDIA & COMMUNITY) INTERN

*Circles.Life*

- Assisting with campaign materials/assets and activation for social media and other marketing platforms
- Day-to-day social media postings across social media channels
- Helping to craft, launch & manage an influencers programme

April 2019 – August 2019

FMS 30<sup>TH</sup> ANNIVERSARY CELEBRATION PLANNING COMMITTEE (HEAD OF THE GRAPHIC DESIGN DEPARTMENT)

*School of Film & Media Studies, Ngee Ann Polytechnic*

- Working closely with the Publicity team to promote FMS' 30<sup>th</sup> anniversary celebration
- Delegating work to team members, and ensuring that the graphics are