

# SHU TING TEO

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## EDUCATION

### Singapore Management University (SMU) Bachelor of Digital Marketing and AI Integration

Aug 2023 - May 2027

- GPA : 3.71/4.00.
- Pursuing an individualised degree in the pioneering batch of SMU College of Integrative Studies
- Achievements: Dean's List 2024-2025, CMF Fund Awardee 2025.
- Relevant course work: Marketing Analytics, Algorithm & Programming, Statistics, Analytics, AI & Humanity and Intro to AI.

### University of Southern California, Marshall Business School Los Angeles, California

Jan 2026 - May 2026

- Relevant course work: Digital Frontiers of Big Data, Business Forecasting & Mastering Decision Making.

## EXPERIENCE

### The Walt Disney Company Digital Experience Intern, Growth Marketing

Jun 2026 - Present

- Took ownership of refining complex migration processes, translating recurring issues into clearer workflows and SOPs.
- Managed monthly refreshes of Disney+ landing pages and app store content, coordinating titles, assets and updates across 7 markets.

### InterContinental Hotels Group (IHG) Campaign Marketing Intern

Aug 2025 - Dec 2025

- Led the end-to-end execution of 10+ regional campaigns across 200+ EAPAC hotels, managing agency briefs, cross-functional coordination, timelines, and campaign communications.
- Directed the RFP and agency selection process, coordinating with 10 Korean agencies and serving as the primary internal point of contact for stakeholder calls and presentations.
- Streamlined campaign operations, creating trackers/checklists to cut approvals from 3–4 hours to ~10 min and supported finance/PO workflows.
- Emceed the annual Festive Media Party, delivering live hosting for 100+ media professionals and 200+ attendees.

### Infineon Technologies Digital Marketing Intern (B2B)

May 2025 - Aug 2025

- Analysed 10,000+ APAC lead interactions using Python/Excel to identify key activities predicting Marketing Qualified Leads.
- Developed a web-based application using Python/HTML/CSS/JavaScript to track the materialisation of campaign leads.
- Developed GA4 reports to track web interactions on landing pages providing insights to maximise marketing ROI.

### Life Ideas Pte Ltd Full-Time E-Commerce Executive/ Social Media Content Creator

Feb 2023 - Sep 2024

- Oversaw end-to-end e-commerce operations, from product listing to order fulfilment.
- Created on-brand content across social media platforms, driving a 22% increase in followers and over 300K views.
- Managed end-to-end TikTok Live sales operations, including backend setup (OBS studio) and live product pitching, achieving 4-digit revenue.

## PROJECTS

**SMU Arts Festival 2024**

**May 2024 - Sep 2024**

### **Marketing Director**

- Led a team of 9 in executing 3 roadshows and marketing 5 productions over 3 weekends, enhancing community engagement with the "PLAY" theme.
- Boosted Instagram followers by 53% through targeted social media campaigns.
- Increased festival attendance by 45% to 19,896 and achieved a 91% audience satisfaction rate.

## TECHNICAL SKILLS

- Proficiency in R and Python Programming Languages (Matplotlib, SciKit-Learn, Pandas, Seaborn, etc.)
- Proficiency in Microsoft Excel (Data Lookup, Dashboarding, Pivot Tables), Tableau, Canva, Figma and Final Cut Pro.
- Basic proficiency in HTML, CSS, and JavaScript.

## CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Certificate (2025).

## ADDITIONAL INFORMATION

- Content Portfolio: <https://shutingportfolio.my.canva.site/shu-ting-s-marketing-portfolio>
- Github Project: <https://github.com/teoshuting/Campaign-Conversion-Checker>