

Lifelong Learner Story Series ▶▶



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- ▶ Digital Executive at East Ocean Aquatic Trading Centre
- ▶ Completed SGUnited Skills Programme in Digital Marketing

Please share with us your professional life's journey and at which point in your career did you aspire to pursue this programme?

I started my career as a graphic designer for a local fashion brand, and progressed into a fashion designer in the next three years. After that stint, I joined a local department store as a fashion buyer where I managed

both the local and international brands, and also took a product development for the men's division in the store. My most recent job stint was to assist a T-shirt company develop its business on e-commerce platforms. The pandemic impacted my career ambitions in the fashion industry, and due to that, I decided to venture into Digital Marketing, one thing that I have always wanted to do but never had the opportunity to do so.

Could you share with us some interesting facets of the programme you enrolled?

NTU SGUnited Skills Programme in Digital Marketing not only provided a vital way of gaining a foundation of essential disciplines of digital marketing, it also provided other personal assets that can accelerate long-term professional development and success. The trainers were industry practitioners, not theorists, and they ensured the sessions were conducted with more hands-on practices, coupled with providing us with comprehensive learning resources. This was totally what I was looking for.

How was your learning experience with this programme?

The programme agenda and content were well thought through, coupled with interesting case studies and exercises to do during the class. Trainers were approachable and willing to teach and guide even after classes. They always ensured learners were well equipped with the acquired knowledge and skills to perform the projects well. I have benefitted greatly from their training.

Has this programme benefitted you in your career development, and what are your next steps?

After I completed this SGUS programme, I found a job as a Digital Executive for a retail company. My work scope includes creating value for the company's online shopping platform, social media channels, and tutorial video production. I am now looking to deepen and broaden my skills in photography and videography so that I can take my company's assets to the next level.

Do you think lifelong learning is important? Please share your thoughts about it.

Lifelong learning in my opinion is a self-motivated pursuit of knowledge that is not only essential for personal growth but also increase our competitiveness and employability. Lifelong learning can also greatly enhance our understanding of the world around us, providing us with more and better opportunities as well as improving our quality of life.