

## Lifelong Learner Story Series ▶▶



### Teo Wee Kiang

- ▶ Broker at Acorn International Network Pte Ltd
- ▶ Completed SGUnited Skills Programme in Digital Marketing

#### What attracted you to your chosen programme at PaCE@NTU?

We always associate social media marketing with the younger generations. Exploring this field would give us the intangible benefit of bridging the gap between different generations. By opening new avenues for the bonding of different generations, we could see things better from different perspectives. Therefore, I decided to upskill myself by enrolling in SGUS Programme in Digital Marketing.

#### Describe the factors that led you to choose PaCE@NTU.

I chose to upskill with PaCE@NTU because NTU is a reputable university in Singapore offering quality education with strengths in research. I was assured that I would be in good hands. NTU also gave me the confidence that the university has the necessary experience and resources to conduct quality programmes and courses.

#### What were the challenges you faced when trying to complete this programme?

As someone who was exploring a career switch, it was a case of an old dog trying to learn new tricks for me. Despite being proficient in what I had been doing in my career previously, it was frustrating when I felt that my efficiency level was low when completing this programme. There were many assignments to be completed for each module and I felt the time pressure meeting deadlines.

#### Which aspect of this programme did you like the most?

We were coached and mentored by industry professionals who are also practitioners. This beats relying on internet for answers. Most importantly, the programme trainers were very opened to share their experience with us. This greatly enhanced our learning process because it allowed us to circumvent possible mistakes.

#### Has this programme benefitted you in your career development?

Yes, this SGUS programme has benefitted me in my career development. The email marketing course was my favourite because it helps me in my current work. This programme has also helped to improve my understanding on social media marketing, as well as equip me with the necessary skills to utilise digital marketing tools such as Search Engine Optimization. By using these tools, I can extract and utilise data for my work.

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

Lifelong learning is part of our everyday life. It could be learning how to operate the new TV set or oven that we bought recently. Learning should be lifelong. Attending courses is one of the more systematic ways of approaching it as it allows one to learn in more structured curriculum from qualified professionals.