

## CURRICULUM VITAE



**AI LI TAN**

Based in Singapore

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### OBJECTIVE

Seeking a professional role as **Virtual Assistant / Executive** that utilises my strengths and experiences for positive support and contribution to your organisation, and which allows me to work remotely / virtually on a part-time basis.

### PROFILE

A professional with cross-disciplinary experience in client communications, customer relations, office administration, marketing communications, copywriting, research, human resources, one-to-one counselling, group coaching and facilities management.

Ability to work independently and with high accuracy. Well-organised, creative and meticulous with good attention to details. Have strong research and sourcing capabilities. Being able to work with highly personal and confidential information, and show high integrity and values in work. Has always been a value-added member to the team.

Throughout my career history, besides Singapore, I had the opportunity to be based in Sydney, Australia and Tokyo, Japan, with work-related travels to Hawaii (USA), India, Taiwan, Hong Kong, Thailand and Malaysia. Had great exposure to both local and multinational work environments.

Highly versatile and can provide the right support precisely suited to your business.

### EXPERIENCE

#### **Life & Business Coach**

June 2022 - Present

**Manager**, Strategic Creative Consulting Pte. Ltd.

Aug 2020 – May 2022

- Support in staff recruitment
- Manage client relations.
- Contribute to marketing collaterals including presentation deck.
- Provide marketing copy.
- Perform various research work.
- Provide editing / copywriting.
- Contribute content, structure and design of company and clients' websites.
- Provide marketing plan for company.
- Source for databases for marketing purposes.
- Collect clients' testimonials.
- Prepare and send proposals for leads / prospective clients.
- Support preparation of tenders for government projects.
- Liaise with external vendors.
- Provide support for fund raising projects.
- Formulate strategy development for business transformation, branding and marketing for clients.

**Freelancer**

Jan 2020 – Aug 2020

Supported a consulting project of a business-consulting firm, which later became my employer. The project involved formulating and conducting surveys for its client's employees, customers and suppliers.

**Manager**, Happy Science Australia

Oct 2017 – Dec 2019

- Based in Sydney, Australia.
- Conducted seminars / group coaching, and provided one-to-one counselling.
- In-charged of member relations and communications, which include messaging to members via flyers design, email broadcasts and text messages.
- Provided key support at exhibition fairs and public events.
- Management of facilities.

**Manager of International Promotion Division**, Happy Science International HQ

Dec 2015 – Oct 2017 (Physical relocation to Tokyo: May 2016)

- Based in Tokyo, Japan.
- Acted as the main liaison staff for overseas branches in Oceania region including Australia and New Zealand, co-ordinated monthly reporting and provided administrative support.
- Provided key support at exhibition fairs.
- Translation / interpretation work.

**Branch Manager**, Happy Science Singapore

Sep 2011 – Dec 2015

(Double promotion in 2 months)

- Organised and conducted seminars / group coaching, and provided one-to-one counselling.
- In-charged of member relations and communications.
- Provided key support for participation in fairs.
- Media engagement including radio interviews to share the wisdom of overcoming life's challenges and leading a happier life.
- Responsible for liaising with external partners like newspaper advertisers, vendors, suppliers and government bodies.
- Managed monthly accounting and liaised with registered accountant and auditor.

**Staff, Happy Science Singapore**

Aug 2009 – Sep 2011

- Played a vital role in the set up of the new branch office in Singapore.
- Provided key administrative and operational support for the management of the branch office.
- In-charged of member relations and communications.
- Organised public events / seminars, including advertising and promotion, co-ordinating incoming registrations, logistical support and managing volunteers.
- Provided key support for participation in fairs.
- Responsible for liaising with external partners like media, newspaper advertisers, public relations and marketing professionals, vendors, suppliers and government bodies.
- Managed monthly accounting and liaised with registered accountant and auditor.

**Publications Manager, People Trends Pte. Ltd.**

Oct 2008 – July 2009

- Oversaw the publication of a socially responsible business and lifestyle magazine.
- Co-ordinated with vendors, suppliers and other department members.
- Reviewed and edited print material, approved all copy before publication, participated in promotional activities related to the magazine.

**Recruitment Consultant, People Trends Pte. Ltd.**

Oct 2007 – Oct 2008

- Performed business development to acquire clients (such as sales visit).
- Liaised with clients and jobseekers based on the job requirements.
- Liaised with HR department from various companies.
- Performed the full cycle of selection and recruitment such as: posting of jobs, sourcing, interviewing applicants, job matching and shortlisting suitable candidates, arranging interviews for clients based on their requirements, after-sale follow up.

**Personal Assistant to Managing Director, Healing Transformations Pte. Ltd.**

2005 – 2007

- Provided administrative, operational and personal support to the Managing Director of Dutch nationality.
- Managed monthly accounting with MYOB software application and liaised with registered accountant.

- Responsible for liaising with external partners like vendors, suppliers, government bodies and the press.
- Executed and implemented marketing initiatives.
- Provided key support at exhibition fairs.

**Human Resources Administrator, Asia Pacific,** Johnson Controls Holding (S) Pte. Ltd.

2004 – 2005

Provided full-fledged HR support to the Asia Pacific region, including international relocation of expatriate staff and their families.

**Human Resources Administrator,** Apple Computer South Asia Pte. Ltd.

Jul 2000 – Jan 2004

Development of role from benefits and training administration to full-fledged HR support to the Southeast Asia region.

**Office Manager,** FAQ Housekeeping Services Pte. Ltd.

Dec 1997 – Jul 2000

Provided office management and administrative support.

**Office Manager,** Vanuatu Investments Pte. Ltd.

Dec 1996 – Dec 1997

Provided office management and administrative support.

**Property Executive,** Parkway Land Pte. Ltd.

Jul 1995 – Dec 1996

- Fully responsible for the day-to-day operation of the condominium.
- Co-ordinated all maintenance and administrative staff assigned to the condominium.
- Ensured all contract works / routine servicing were carried out accordingly as specified in their contracts agreement.
- Renewed all contracts, agreements and insurance before their expiry and recommended renewal or call for quotation / tender.
- Co-ordinated council meetings and general meetings.

## EDUCATION

Diploma in Building Management

Ngee Ann Polytechnic

## OTHER QUALIFICATIONS

- Certified Business Coach  
Evercoach by Mindvalley
- Unleashed! Coach Your Clients to Live An Unstoppable Life  
Evercoach by Mindvalley

- WSQ Social Media Sales Robot  
Gex Academy
- Professional Conversion Programme (PCP) for Public Relations Executives  
Institute of Public Relations of Singapore
- IPRS \_ SIM Business Skills Workshop  
SIM Professional Development
- Certificate in Practical Counselling  
Academy of Human Development Pte Ltd / Fei Yue Community Services
- Developing An Effective Training Administrator  
PSB Academy

## REFERENCES

Will be furnished upon request.

## HOBBIES / INTERESTS

Travel, reading, meditation, balanced living, world affairs, nature walks.