

Chan Yi Lynn

✉ chanyilynn@gmail.com

☎ +65 9885 0345

🌐 [in/yilynn-chan](https://www.yilynn.com)

🖥 www.yilynn.com

I am a marketer, writer and UX designer. Working primarily in tech startups has shaped my growth mindset, adaptability and agility. My time in the F&B and co-living industry has helped develop my people-first approach to designing experiences and solutions.

KEY SKILLS

Content Strategy, Growth Marketing, Social Media Management, Copywriting, UX Research, UX Writing, Affinity Mapping, Information Architecture, Wireframing, UX Prototyping, Usability Testing

TOOLS

Figma, Miro, OptimalSort, Wix, Google Analytics, Adobe Photoshop, Facebook Ads Manager

PUBLISHED WORK

📖 [UX Collective Bootcamp](#)

📖 [Hmlet Co-living Blog](#)

📖 [YFood Food Tech News](#)

EDUCATION & TRAINING

📖 General Assembly, User Experience Design Immersive

📖 Cardiff University Centre for Professional Legal Studies, Distinction, Bar Professional Training Course

📖 Cardiff University, 2:1 Bachelor of Law LLB (Hons), Awarded the International Student Bursary for Academic Achievement 2009

EXPERIENCE

Experience Designer (Contractor)

[IndegoX](#) | Jul 2021 - present

- Responsible for user interviews, research data synthesis, design ideation processes, sketching, wireframing and testing.
- Responsible for company website redesign, brand guidelines development and website copywriting.

UX Design Immersive Student

[General Assembly](#) | Feb 2021 - May 2021

- Full-time training in design thinking methodologies and UX design tools.
- Project Manager for pro bono client website redesign project.
- Notable projects: [Acceset](#), [Vibrant Art](#).

Content Marketing Manager

[Hmlet](#) | Jul 2019 - Jan 2021

- Led content strategy for Singapore, Australia, Hong Kong and Japan, working with local teams and agencies to deliver localised marketing content.
- Managed and grew social media channels (Instagram, Facebook, LinkedIn) following by 177%.
- Executed UX and content writing, most notably on [new member app](#), [company rebrand](#) and [new website](#).
- Developed and maintained brand tone of voice guidelines.
- Collaborated with People Ops and Member Experience teams to produce and launch company core values.
- Managed 1 report, coaching them in content strategy and copywriting.

Marketing Manager

[Oddle](#) | Feb 2017 - Jun 2019

- Developed and managed the Marketing-as-a-Service product, a growth marketing service that helps Oddle's small-medium F&B clients grow their e-commerce traffic, customer database and sales conversion.
- Scaled to service 80 clients.
- Provided after-sales engagement helping clients grow their e-commerce.
- Maintained consistent YoY sales & customer growth for clients.
- Developed and maintained sales enablement content for the Sales team.

Digital Content & Marketing Manager

[YFood](#) | Sep 2016 - Feb 2017

- In the organising team for London Food Tech Week 2016, London's largest food tech conference.
- Developed and executed content strategy and managed digital marketing channels and blog.
- Launched and organised Food Tech Wednesdays meetups for local communities of F&B entrepreneurs, non-profits and government agencies to share and discuss tech-enabled solutions to food-related issues.

F&B Marketing Consultant

Self-employed | Jan 2016 - Aug 2016

- Developed & executed marketing strategies for small-medium businesses.
- Services offered: Social media management, copywriting, PR, photography.

Account Manager

[foodpanda](#) | Jul 2015 - Dec 2015

- Provided after-sales engagement and support for F&B partners.
- Responsible for contract renegotiation, maintaining a 80% success rate.

Assistant Marketing Manager

[The BIG Group](#) | Feb 2013 - Jun 2015

- Developed and executed 360 marketing plans for F&B outlet launches.
- Launched, served as editor-in-chief and oversaw end-to-end production of brand magazine, distributed to over 20 outlets nationwide.
- Planned and executed events with emphasis on uplifting the local creative, music and LGBTQ communities such as the city's first vinyl and food market and a political satire drag show.