



## JONATHAN | PANG

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### PROFILE

- To work in an environment that promotes pursuit and realization of challenging goals and provides opportunities for innovation and continuous learning and to eventually become an entrepreneur in the information technology industry.
- I come from a **computer engineering** background and was constantly involved in **entrepreneurship**. This has allowed me to gain a good perspective of the entire spectrum of building a business and achieving synergy with my teammates towards a common objective.
- I have also since developed a passion for **sales and marketing** in both online and offline mediums. From internet marketing to designing print ads, using self-taught copywriting and graphic design skills to aid in closing the deal. Utilizing marketing as a tool to make selling *superfluous*.
- I have played several **leadership** and **project management** roles while working with several teams of people concurrently. Oftentimes from foreign lands and diverse backgrounds, developing flexibility and relationship management skills.
- Being a magician for the past decade has allowed me to develop **good presentation and communication skills** to bring my ideas across the table through **negotiation** and **ability to influence**.
- My **logical thinking** from my training as an engineer coupled with **creativity** from experience in sales and marketing have given me an advantage in many fields. I have **high energy** levels for my passions. My peers have described me as a person with **initiative and drive**; and a **team player** who can lead as well as follow.
- I'd call it upbeat. Open. **Assertive**. I'm drawn to ambitious projects, even the insanely ambitious, but I approach each in sane increments, and my record shows the results. Having achieved equilibrium in my own life, I can **focus on people** and **problem solving** at work.

## EDUCATION

- **Nanyang Technological University (2000-04)**  
**Bachelor of Engineering (Computer Engineering)**
  - Final year project in computational intelligence researching on Fuzzy Neural Networks to analyse and predict stock data for the next day.
- **Temasek Junior College (1996-97)**
- **Dunman High Secondary School (1992-95)**

## TECHNICAL SKILLS

- **Web Design:** Proficient in Adobe Photoshop, Macromedia Dreamweaver, Fireworks, MS FrontPage.
- **Database Management Tools:** Familiar with database concepts. Developed a couple of projects with MS Access.
- **Networking Technologies:** Familiar with networking concepts and jargon.

## WORK EXPERIENCE

- **Chief Operating Officer at Inetasia Solutions Ltd (Internet Consultancy Firm)**  
(June 2008 – present) – [www.inetasia.com](http://www.inetasia.com)
  - Promoted from Account Manager to Senior Account Manager to COO in 6 months for demonstration of leadership, meeting sales targets and initiatives that contributed to the overall growth of the company.
  - Responsible for sales and account management of enterprise level clients.
  - Responsible for directing the activities of Web Analytics, Web Development & Digital Marketing departments and implement the organization's policies on a day-to-day basis.
- **General Manager at Wealth Unlimited Pte. Ltd (Educational products and events on internet marketing)** (Feb 2007 – June 2008)
  - Internet marketing consultant. Provide coaching to premium paying clients to strategize their websites for optimal profits.
  - Project Manager for two large scale seminars with more than 450 participants.
  - Research of markets, assembling and analyzing data to create marketing campaigns and formulating recommendations for action.
  - Design and create offline and online marketing materials in direct marketing campaigns.
  - Creating and developing information products.
  - Setup online systems for promotion and automation of products and services.
  - Cold calling to leads to close sales for premium services.
  - Manage customer service support and database for prospects and customers.
  - Manage administrative and logistics support for smooth operations.
- **Developed an online sales solution for Keylin, Inc.** (Jun 2006 – Feb 2007)
  - A US based manufacturing factory for buttons with an inventory of thousands.

- **Asia Marketing Manager for a US based company (TelExtreme, Inc) dealing in VOIP (Voice Over Internet Protocol)** (Dec 2005 – Jun 2006)
  - Championed and brought to fruition a support system for customer service that saved the company many man hours while forging better relationships with its clients though more efficient communication channels.
  - Designed and rolled out marketing campaigns that had a viral effect using tools to empower our distributors to sell more effectively.
  
- **Operations manager in internet marketing company Midas Touch Marketing Pte Ltd.** (Dec 2004 – Dec 2005)
  - Able to create marketing campaigns from end-to-end for any product or service and sell effectively to prospects both online and offline.
  - Proficient in **advanced internet marketing techniques**. Skills: Copywriting, web graphic design and programming, keyword & niche research.
  
- **Industrial Attachment at StarHub Pte. Ltd.** (Jun 2003 - Jan 2004)
  - Developed database management systems for resource management while learning about networking technologies.
  
- **Developed contact database management systems for NTU Nanyang Business School** to facilitate them in managing and sending out their newsletters to thousands of companies efficiently. (Nov – Dec 2004)
  
- **Free-lance close-up magician.** (1996 to present)
  - First magician to have performed in the Istana for the President of Singapore, His Excellency, **Mr. S.R. Nathan**. (2004)
  - Performed for Ministers RAdm Teo Chee Hean (Minister for Defence) and Mr. Lim Hng Kiang (Minister for Trade and Industry)
  - Performed for Singapore celebrities, Kit Chan and Sun Yan Zi.

## LEADERSHIP EXPERIENCE/ EXTRA-CURRICULAR ACTIVITIES

- **Founder of online ecommerce business service** to aid graduates to find employment.
  - Collaborated closely with NTU CareerHub to bring this service to NTU students. (2003-04)
  
- **Director, Main organizing committee for World Universities Debating Championship.** (2004)
  - An event with a team of 23 Main Committee members and more than 100 Sub-Committee members to host one of the world's largest student event at NTU in December 2003. Portfolio included organizing and planning for over 900 participants from universities all over the world.
  - The success of the event was commended by the President of Singapore, His Excellency, Mr. S.R. Nathan as well as Dr. Su Guaning, President of NTU, for doing Singapore proud.
  
- **Initiated and championed the ideas of an undergraduate's online portal and ezine in NTU.** (2002)
  - Chaired 2 teams of people concurrently to research a multitude of ideas to develop the content on both websites.
  - Collaborated with software development company Adroit Innovations Ltd and NTU's Centre for IT Services (CITS) to bring the projects to fruition.

- **Elected as NTU Students' Union President.** (2001)
  - Took charge of 19 portfolios with sub-committees under them. Gained valuable experience through working with various people from different countries and all walks of life.
  - Collaborated closely with the administration of NTU to implement welfare issues for NTU undergraduates.
  
- **Chaired a committee of more than 20 people for NTU Students' Union Convocation Ball.** (2001)
  - This project had a budget of more than \$80K, a turnout of more than 700 people and Singapore's Minister of Defense, R.Adm Teo Chee Hean as GOH (Guest of Honor).
  
- **Elected Social Secretary for Computer Engineering Club.** (2000)
  - Chaired a committee in an event for the founding of the School of Computer Engineering and the Computer Engineering Club with budget of more than \$12K, a turnout of more than 2000 people and Dr. Cham Tao Soon (President of NTU) as GOH. (2000-01)
  - The success of the event and its meaning in purpose has prompted the Dean of Computer Engineering (NTU) to hold this event annually ever since.

## NATIONAL SERVICE

- Served as **Infantry Instructor** in Officer Cadet School. (April 98 - June 99)
- Commissioned as **Army Infantry Officer**. Highest rank attained: **Lieutenant**. (April 1998)
- Awarded "**Best in Platoon**" after Basic Military Training. (June 97)

## PERSONAL DATA

- Male Singaporean Chinese, able to speak fluent English & Mandarin.
- Hobbies and interests: Close-up magic, all forms of art and design work in various mediums. I'm drawn to creative work as it helps me to generate fresh ideas to constantly innovate. Reading. My thirst for knowledge knows no bounds.


 A handwritten signature in black ink, appearing to be 'JUR' followed by a long horizontal stroke and a vertical line ending in a hook.