

**ELYSON NG**

Associates Trainer



**Elyson Ng** was the Head of Onsite (Marketing) at Rocket Internet venture, ZALORA. He gained the knowledge and the know-how to navigate the challenging digital marketing space. Part of his portfolio was to optimise the digital marketing channels, remarketing campaigns to target the right audiences and overseeing organic social media platforms.

He is passionate about all things digital and using technology & marketing tactics to help local businesses and start-ups grow.

His latest involvement was with Nanyang Polytechnic E-Commerce lab, where he strategizes to help SMEs to grow their digital presence.

**Learning and Development Experience**

Elyson has been getting testimony from his clients. They were impressed with his ability to break down processes and provide clarity from the training.

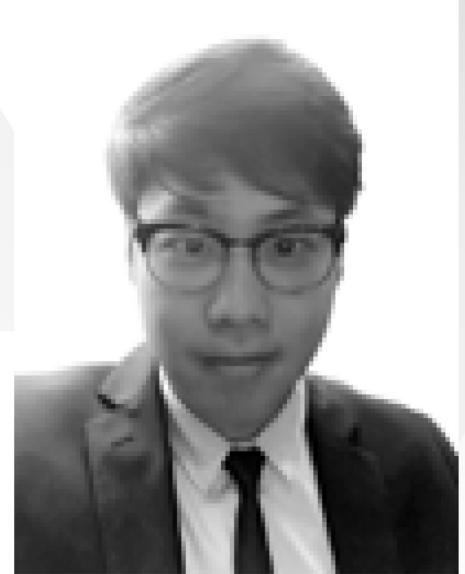
His latest involvement was with coaching leaders & entrepreneurs on business clarity. Guiding them through a process to build unique proposition for their businesses. With the unique coaching methodology, they have not only managed to craft out their identity, but at the same time also managed to build meaningful contents for social media.

**Current Work Activity**

- Design thinking for innovation - Diploma Module.
- Business group coaching - 40+ leaders.

**Previous Work Activity**

- Senior leadership experience - 4 years.
- Consulting for Start-ups and SMEs - 4 years.
- Teaching & Learning engagement for eCommerce and Social Media Marketing Modules - 2 years.
- Social media lab - flagship training for SMEs (NTUC-Spring SG).



**Academics & Credentials**

MSc Technopreneurship and Innovation Program ( NTU), Singapore

Bachelor of Computer Science (Game Development)

Certified Teaching & Learning, Nanyang Polytechnic

Certified Ministry of Education (Singapore) Trainer - Enrichment

Certified Ecommerce Marketing Specialist

Certified Social Media Specialist

**Area of Specialization**

- Ecommerce Marketing.
- Social Media Marketing (Native).
- Design Thinking.