

Jeanne Mei Sien NG

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Summary

Marketer-Educator, Advancement Professional, Storyteller, Lifelong Learner.

I am passionate about creating greater good for the community, lifting capabilities in people and organizations and driving growth. With a strong background in marketing, stakeholder engagement as well as learning and development.

Demonstrated competencies in:

learning facilitation with college students and working professionals, fundraising, partnership management, stakeholder engagement, strategic planning, integrated marketing, new market development, consultative selling, and team leadership.

Experience

Entrepreneur

Cafe Kopi, Hawaii

Apr 2020 - Present (3 years 10 months)

Co-founded Cafe Kopi located at Kailua, Oahu with my husband as I was moving to Hawaii. We both had zero experience in the food business. Cafe Kopi opened 29 July 2021 and is thriving, despite opening at the height of Covid 19 pandemic. As the Marketing & Chief Experience Officer, I am in-charge of all marketing and partnerships. I lead the team to deliver a beautiful experience at the cafe: ensure customer satisfaction with great service, design delicious and stylish food and drinks, develop new products and experiences.



Assistant Manager, Partnership & Engagement (Fundraising)

Rainbow Centre

Aug 2019 - Mar 2020 (8 months)

Identified, cultivated and solicited donations and sponsorships (cash and in-kind) from foundations, philanthropists and corporate donors. Worked with other departments to fulfil existing gift obligations. Developed a draft fundraising strategy for a capital campaign for the new campus at Admiralty Hill. The mission of Rainbow Centre, a special education school and non-profit organization is to support students with disabilities and their families through a suite of services including early intervention, SPED, pre-vocational and enrichment, student care and family coaching.



Assistant Director, Marketing Capability

Singapore Tourism Board

Aug 2016 - Jul 2019 (3 years)

As Head of Marketing Capability Development Team, I played a key role in the set-up and launch of the inaugural STB Marketing College. I led the team to design and develop learning content. I collaborated with the HR Team to develop a competency management framework. The mission of STB Marketing

College is to develop and raise marketing capabilities of tourism marketers as well as enhancing the culture of learning in the Singapore Tourism Board.



Assistant Director, Integrated Marketing

Singapore Management University

Aug 2015 - Aug 2016 (1 year 1 month)

As Head of Integrated Marketing, I oversaw the planning, management and execution of integrated marketing campaigns across multiple above and below-the-line channels for undergraduate and post graduate programme. This includes campaign monitoring, brand review and the creation of the master brand "SMU Masters" and its brand framework. I had collaborated with both faculty and university administrators of various levels.



Senior Associate Director, Endowment & Institutional Development

National University of Singapore

Nov 2010 - Oct 2014 (4 years)

Worked on various aspects of strategic fundraising and development work in support of multiple facilities across the University through the cultivation of foundations, philanthropists and corporate donors. Developed an influential and committed volunteer network and strategic campaigns to support faculty initiatives and scholarships. Covered Greater China market for principal gift donors. Chaired and played a pivotal role in creating and managing an inaugural signature philanthropy and outreach programme - "NUS Greater Good" Series". Worked collaboratively with and in support of key volunteers and University staff to secure support towards University priorities. Worked with faculties and schools to secure immediate gift cases. Managed relationships to achieve joint goals with university leadership, faculty, administrators, students, alumni and NUS community.



Deputy Director, Branding Strategy, Nanyang Business School

Nanyang Technological University Singapore

Nov 2008 - Oct 2010 (2 years)

As Head of Branding Strategy at Nanyang Business School and reporting to the Dean of Nanyang Business School, I had a pivotal role in developing and implementing the rebranding strategy of Nanyang Business School. The rebranding was to support the Development Director in garnering principal and major gifts for the business school. Provided strategic direction and leadership to strengthen Nanyang Business School's corporate reputation to key stakeholders. Worked with internal stakeholders and management to implement strategies to communicate key messages to the public. Provided communication counsel to management on effective ways to engage stakeholders. Collaborated with various stakeholders including business community, university leadership, associate Deans and programme directors, university administrators, alumni and NTU community.



Lecturer, Diploma in Marketing, Temasek Business School, Temasek Polytechnic

Temasek Polytechnic

Dec 2006 - Nov 2008 (2 years)

Developed and taught a spectrum of modules such as branding, services marketing, integrated marketing, marketing communications, organizational behavior to 1) adult learners and 2) post high school students. Developed and built relationships with industry stakeholders on Problem-Based

Learning projects, including the Singapore Flyer. Secured placements for student internship. Served on Business Forum Organizing Committee. Awarded a Teaching in Higher Education Certificate.



Assistant Director, Leisure Planning and Assistant Director, Leisure Marketing & Event Management

Singapore Tourism Board

Aug 2004 - Sep 2006 (2 years 2 months)

Worked on strategic planning to attract investments from tourism and tourism-related stakeholders from around the world, with focus in Europe and America. Developed relationships with stakeholders and managed projects to enhance revenue from tourists' shopping expenditure and to enhance branding of Singapore as a preferred shopping destination. Developed and implemented tactical marketing activities in partnership with industry stakeholders to increase Visitor Arrivals and Tourism Shopping Revenue. Head of Singapore Fashion Festival 2005. Worked with industry stakeholders to meet shared objectives.



Business Development Director, SPH Magazines Group Account Manager (Unit Head), Singapore Press Hold

SPH Media

Feb 2002 - Feb 2004 (2 years 1 month)

Led a team of 5 in business development, key account management, business planning and forecasting, event planning and management. Led a team at SPH's joint venture company in China. Strategic role included product development, brand management and business development.



Teaching Assistant

Nanyang Technological University Singapore

Jul 2001 - Apr 2002 (10 months)

Tutor (Part-time), Undergraduate Programme, NTU (during full-time MBA)
- Facilitated learning at tutorials, marketing module.

Assistant Consultant

Corporate Dynamics Asia Pte Ltd

Nov 2000 - Jun 2001 (8 months)

(during full-time MBA) Project-based marketing research consultancy.



Account Manager

SPH Media

Dec 1996 - Aug 2000 (3 years 9 months)

Key account management: maximized revenue via consultative selling from clients and advertising agencies. Formulated media and event plans for clients and agencies to synergize with their branding, communications and sales strategies.

Account Executive

Joint Communications (S) Pte Ltd

1996 - 1997 (1 year)

Business and account management in an advertising agency, including planning and implementing marketing and communications activities. Supported Managing Director in the business expansion to Myanmar.

Account Executive

Safra Radio Singapore

1995 - 1996 (1 year)

Account management and events management for the newest radio station in Singapore at that time.

Management Trainee

Heshe Holdings Limited

1993 - 1995 (2 years)

Marketing, retail operations, training & development. Started as Boutique Manager at United Colors of Benetton. Thereafter, expanded work scope included buying, planning customer loyalty programme and staff training.

Education

Nanyang Business School

Master of Business Administration (M.B.A.), Marketing

2000 - 2001

- Dean's Honour's List
- Ernst & Young Book Prize Winner
- Singapore Chinese Chamber of Commerce Business Scholarship

Nanyang Technological University Singapore

Bachelor's Degree, Business

1990 - 1993

Institute of Adult Learning Singapore

Advanced Certificate in Training and Assessment, Training and Assessment

2016 - 2016

Singapore Chinese Chamber of Institute of Business

Diploma in Translation and Interpretation

Jan 2020 - Nov 2020

Temasek Junior College

GCE "A" Levels

1988 - 1989

Dunman High School

GCE "O" Levels, Chinese as a First Language

1984 - 1987

Skills

Relationship Building • Major Donor Cultivation • Donor Management • Partner Relationship Management
• Stakeholder Management • Volunteer Management • higher education • Capability Development •
Team Leadership • Partnership-building