

# BRANDON TAN JUN

*Communication* *Content Creation* *Collaborations*



## ABOUT ME

My name is Brandon Tan & I am seeking opportunities to enter the fashion/luxury industry. I am extremely passionate about languages, expression & communication.

Scan the QR Code for all my socials!

## WORKING EXPERIENCES

### Social Media Executive @ Luxury Lexicon

August 2024 - May 2025

I was the Social Media Executive for the brand Luxury Lexicon (LuxLexicon). LuxLexicon toutus itself as Singapore's largest reseller of Hermès Luxury Bags and was acquried by Carousell Group in April of 2024. Besides fufilling both the sales and online Live Host functions, I also spearheaded the creation of content on all of Luxlexicon's online presence (including the platforms Instagram, TikTok, LinkedIn & 小红书).

Additionally, I coordinated the collaboration between LuxLexicon and the artisanal bag restoration atelier: Margo & Smith.

### Customer Experience Associate @ Carousell Group

May 2024 - July 2024

I took on the role of a Customer Experience Associate at Carousell Luxury. Besides being able to try my hand at Visual Merchandising and attending to Customers, I also had the opportunity to learn about the pricing mechanisms and authentication processes within the scope of luxury. I also had the opportunity to co-host 2 LIVE TikTok Sessions, and be a talent for the brand's socials, 1 of which went viral (Vitamins Reel).

### Luxury Market Place E-Commerce Intern

January 2024 - April 2024

At HuntStreet Singapore, I was in charge of processing the pre-loved luxury items that were dropped off by consigners. I managed to learn firsthand a few of the characteristics that authentic products had (e.g stamping, authenticity cards etc). Besides acquiring basic appraisal skillsets, I also gained significant insights in terms of logistical flow while managing both intake (drops by consigners) and outtake (return of rejects) of products.

## SKILLSETS

- Customer Satisfaction
- Content Creation
- Collabs/Sponsorships
- Project Management

## LANGUAGES

- English
- Mandarin Chinese
- Korean (Elementary)
- French (Basic)
- German (Baisc)

## EDUCATION

### Nanyang Technological University Singapore

August 2025 - August 2026 (expected)

Masters of Science in Marketing Science @ Nanyang Business School

### Nanyang Technological University Singapore

January 2020 - July 2024

Chinese Major (Honours) with a minor in (English) Linguistics & Multilingual Studies (LMS)

FYP Thesis: An Analysis of the Practice of street dance teaching through the lens of ethnomethodology and conversational analysis

## OTHER RELEVANT EXPERIENCES

### Chief Business Manager for NTU CAC JDC

January 2020 - July 2024

I was one of the 2 Chief Business Manager for NTU's Student Union's Orientation Committee back in 2023 and managed the external liasons with sponsors & collateral suppliers. I took on a similair role in 2024 as Chief Business Manager for NTU's JDC

### Luxury Marketing Module in NTU

January 2022 - April 2022

I took this marketing module last year that exposed me to the luxury sector, I also had the opportunity to interact with different industry leaders. I have attached a letter of recommendation by my Professor for reference as well.

## CONTACT INFORMATION

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(+65) 97102783 on WhatsApp



March 15, 2023

To Whom It May Concern

Dear Sir/Madam,

I am pleased to write this letter of reference for Mr. Brandon Tan Jun who is seeking an internship opportunity with your esteemed organization.

Brandon is a Year 3 student at Nanyang Technological University, majoring in Chinese Studies and pursuing a minor in Linguistics and Multilingual Studies.

I got to know Brandon when he first attended my Luxury Marketing class at Nanyang Business School in August-to-November semester of 2022. Although he was from an unrelated discipline, he immediately impressed upon me as an intellectually curious and jovial young man with a strong eagerness to learn. He also displayed excellent social skills and polished mannerisms, and he stood out even among the marketing students who were supposed to be effective in marketing themselves. At the end of the first lesson, he revealed to me that he was actually still on waitlist for a seat in my class and had not been officially enrolled. He appealed to me to help him get a place in the class. Noting his genuine desire to acquire knowledge in the luxury marketing field, and also his pleasant personality and sincerity to join the class, I decided to write to the school office to recommend him for admission. Brandon was promptly admitted to the class by the end of the week. I am glad I made the recommendation to enroll because, true enough, he turned out to be one of the most outstanding students in the class.

Brandon was able to outshine many other students in the class because of three major factors. First, he had unending energy and was always upbeat, cheerful, and proactive. Not only was he always one of the most participative students in class, he also often volunteered to do extra work that contributed to the overall learning experience of the class. For instance, I once needed a student helper to join me at a luxury fashion show to take photos and videos to share with the class afterwards. Brandon was the first to raise his hand to volunteer for the duty. At the fashion show, he enthusiastically did the photography and videography, and also networked with the attendees like a good ambassador of the university would do. Subsequently, he spent hours late in the night to edit the video so I could play it in class the following day.

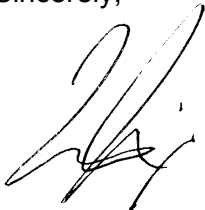
Second, Brandon was a highly responsible and professional member of his project team. He was part of a team that was assigned to work on a market analysis for luxury watches. Although he knew nothing about luxury watches then, he diligently carried out the research together with his teammates and even went beyond the assignment requirements to interview a manager at Cartier Watches to gain deeper insights. At Nanyang Business School, we routinely assess how well our students work in team by requiring peer evaluations as part of every team-based assignment. Brandon did extremely well in the peer evaluation component of this assignment. It was evident that he had earned the respect of his teammates by contributing fully to team activities and delivering on assigned tasks on time.

Third, Brandon showed that he was someone with substance and intellect. In every class at the university, there are many talkers, jokers, and showmen in addition to the quiet ones. Unlike those individuals, Brandon proved that he was a serious thinker with a strategic mind. For the Luxury Marketing course, in addition to the team-based market analysis assignment,

students have to complete an individual term project on a real-life challenge of a luxury brand. The project Brandon was assigned was on the Porsche car brand. The project involved market research to gather consumer insights on young consumers' mindsets and attitudes towards luxury lifestyle and how they would be attracted to car brand that marketed lifestyle merchandise. Brandon carried out extensive and meticulous research that produced rich insights upon which he then designed a comprehensive and practical marketing strategy aimed at helping Porsche strengthen its mindshare among young consumers through its lifestyle retailing business. For the top-rate work that Brandon delivered, he received an A+ for the project. For his outstanding performance throughout the semester, he also scored an A+ overall for the course. In that semester, only three students (out of a total of 40 graded on a bell curve) were awarded A+s.

Given his fine qualities, I firmly believe that Brandon will be an asset to any organization he chooses to join in the next phase of his career. I wish him the very best in his future endeavours. If you have any questions about Brandon's capabilities, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to be 'L. Lim', written in a cursive style.

Lewis Lim, Ph.D.  
Associate Professor of Marketing Practice  
Academic Director, Nanyang Professional MBA  
Nanyang Business School  
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31 JULY 2023

## TESTIMONIAL FOR BRANDON TAN JUN

Brandon was an intern with the Translation Department at the Ministry of Communications and Information from 2 May to 31 July 2023.

During his internship, Brandon was involved in project management for translation and technology-related initiatives. He was diligent, systematic and committed to understanding his projects thoroughly.

Brandon adapted well to the dynamic pace of the department. He proactively took up responsibilities, and volunteered unique ideas and solutions. He was an excellent team player who was always ready to lend a helping hand to his colleagues.

We commend Brandon for his work attitude and wish him well in his future endeavours.



Gowri Kanagarajah  
Senior Manager  
Translation Department  
Public Communications Division  
Ministry of Communications and Information

