

# Sandra Tan

## CONTENT STRATEGIST + COPYWRITER

Phone: +65 96247161 Email: sandraruthtan@gmail.com

Portfolio: sandraruthtan.com



### Creative with a strategic and analytical edge.

I've spent the past six years as a multidisciplinary creative, crafting content across finance, government and consumer brands. I'm equipped to work across mediums — from building brands and conceptualising campaigns to executing day-to-day content and UX writing. I am fueled by work that challenges norms, drives innovation, and helps shape a more equitable future.

### PROFESSIONAL EXPERIENCE

#### Copywriter | Contract | Jun 2025–Present

OANDA

- Conceptualised and executed core branding for a new sub-brand
- Developed limited-time campaigns for social and digital channels
- Crafted and upkept business-as-usual evergreen content. All work was completed under NDA.

#### Copywriter | Contract | Jan 2024–May 2025

Tristeps Studios

- Lead campaign strategy and content direction for social and digital channels
- Collaborate with production teams to develop narrative-driven assets
- Streamline internal workflows using AI tools and mentor on brand voice and structure
- Clients: Canon, Baskin Robbins, Omnidesk

#### Junior Copywriter | Full-time | Sep 2021–Oct 2022

Ogilvy

- Crafted 360° social campaigns for finance and consumer brands
- Worked closely with art directors to ensure cross-platform coherence and creative quality
- Supported intern development across brand tone, execution, and internal collaboration
- Clients: OCBC Bank, AIA Singapore, Perennial Holdings, National Museum of Singapore, Pierre Fabre Laboratories (Avène Singapore)

#### Copywriter | Freelance | Feb 2021–Aug 2021

- Wrote campaign pitch decks, product messaging, and EDMs for government, F&B, and lifestyle clients — work completed under NDA

## **Creative | Full-Time (6 Months), Internship (6 Months) | Feb 2020–Jan 2021**

Breed SG

- Delivered strategy, content, and visuals across multi-platform campaigns
- Supported TVC production including storyboarding, on-set direction, and talent coordination
- Clients: Guinness, Singapore Tourism Board, various local SMEs

## **Creative | Internship | Sep 2019–Jan 2020**

Likewise Media

- Produced content calendars, visual assets, and copy independently for digital platforms
- Executed content from concept to delivery across photography, editing, and scripting
- Clients: Singapore Pools, Yeo's H-TWO-O, Himalayan Herbals, Sasa Singapore

## **Research Associate | Internship | Mar 2017–May 2017**

Intage Singapore

- Audited mystery shopper recordings to assess compliance with banking service standards
- Supported focus group operations including setup, hospitality, and participant logistics

Client: Monetary Authority of Singapore

---

### **EDUCATION**

#### **Diploma in Business Management | 2015–2018**

Nanyang Polytechnic

- Director's List (Year 1 & 2)

---

### **TECHNICAL TOOLS**

**Design & Editing:** Adobe Illustrator (Basic), Photoshop (Basic), After Effects (Basic), Canva (Basic), Capcut

**Content & Workflow:** Hootsuite, Slack, Asana

**Data & Development:** Python (Basic), Figma (Basic), Microsoft Excel