

Sandra Tan

CONTENT STRATEGIST + COPYWRITER

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Portfolio: sandraruthtan.com



A finance and tech-focused creative

I spent six years shaping brands and driving accessibility for complex products through storytelling. I am fueled by work that challenges norms, drives innovation, and shapes a more equitable future.

PROFESSIONAL EXPERIENCE

Copywriter | Contract | Jun 2025–Feb 2026

OANDA

- Conceptualised and executed branding for a new prop trading product
- Developed campaigns for paid and organic digital channels
- Crafted and up-kept business-as-usual content
- Drove engagement and conversion through user-education

Copywriter | Contract | Jan 2024–May 2025

Tristeps Studios

- Led campaign strategy and content direction for social and digital channels
- Collaborated with production teams to develop narrative-driven assets
- Streamlined internal workflows using AI tools and mentored 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

Decentralized Finance (DeFi) Primitives | 2026

Duke University

Decentralized Finance (DeFi) Infrastructure | 2026

Duke University

Diploma in Business Management | 2015–2018

Nanyang Polytechnic

- Director's List (Academic Year 2015/16 Semester 1)
 - Director's List (Academic Year 2016/17 Semester 1)
 - Edusave Certificate of Academic Achievement 2017
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TECHNICAL TOOLS

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

Content & Workflow: Hootsuite, Slack, Asana

Data & Development: Python (Beginner), Figma (Beginner), Microsoft Excel