

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. While social is my specialty, I'm equipped to develop content end-to-end — from concept to execution. Over time, I found myself drawn to the clarity and purpose that finance demands. I'm now backing that focus with a fintech-leaning finance degree, with the intention to craft work that challenges norms, drives innovation, and helps shape a more equitable financial future.

PROFESSIONAL EXPERIENCE

Copywriter | Contract | Jan 2024–Present

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

Content Creator | Freelance | Jan 2025–Present

Milan Pole Dance Studio

- Develop and execute full-cycle content for Instagram and TikTok—from ideation to editing, copywriting, and SEO
- Optimise content performance using platform analytics to refine messaging and format
- Blend storytelling with performance, aligning with brand's identity and community ethos

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

BSc in Finance | 2024–Present

Singapore University of Social Sciences

- A fintech-focused programme bridging traditional finance and emerging tech
- Equipped with Python for data analytics, game theory and economics fundamentals
- Currently exploring blockchain systems, tokenomics and decentralised finance

Diploma in Business Management | 2015–2018

Nanyang Polytechnic

- Director's List (Year 1 & 2)
-

TECHNICAL TOOLS

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

Content & Workflow: Hootsuite, Slack, Asana

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