

Curriculum Vitae

Tan Lay Khim

EDUCATION

Singapore Management University

Graduated with Summa Cum Laude in Masters of Science degree in Applied Economics

Aug 2010 to
Aug 2014

- Roberto Mariano Top MAE Student Award

Graduated with Summa Cum Laude in Bachelor of Accountancy with a double degree in Bachelor of Business Management (Finance)

Aug 2006 to
May 2010

- SPH Magazines Salutatorian Award
- Citigroup Best Final Year Accountancy Student Award
- Deloitte & Touche Gold Medal Award
- ICPAS Gold Medal Award
- CPA Australia Outstanding Second Year Accountancy Award (07/08)
- SMU Scholarship (2006-2010)

WORK EXPERIENCE

Beauty Undercover

Founder

Jun 2012 to
Current

- Create budgets and maintain effective cost control
- Creates annual financial reports for submission to ACRA yearly
- Developed SEO strategy and successfully catapulted Beauty Undercover to First Page of Google for relevant topics
- Created strong content strategy that helped Beauty Undercover achieve approximately 100,000 unique visitors per month.

The Red Thread Group

Strategy Consultant

Jul 2011 to
Mar 2012

- Conducted interviews with top management and selected high-value clients to identify credible and relevant brand positions for clients
- Segmented clients' customer base by performing cluster analysis

Singapore Management University

Lecturer of Accounting

Jun 2010 to
Jul 2011

- Taught Financial Accounting 101 to two sections of undergraduate students in class sizes averaging 40 each semester