

# SHERMANN ISHMAEL RAZAL

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## **Profile**

Graduate with professional experience in the fields of education, marketing/PR, and training in private and government organizations.

I regularly consort with SMEs in assisting in PR/branding work, in industries ranging from lifestyle/entertainment to smart-tech and products/services. As a CET consultant and educator, I get to further my keen interest in human capital and growth. My vast experience in multiple sectors/industries gives me an edge over most in light of an inter-disciplinary understanding and appreciation, as well as being highly adaptable to differing environments and people.

## **Professional Experience**

### **Contract teaching (MOE)**

**February 2008- 2017**

Pioneer Junior College (2008- 2009)  
Jurong Junior College (2010- 2017)

Responsibilities:

Lecturing/Tutoring the subject of General Paper to pre-university students at GCE A Level. Lesson planning and execution. In charge of specialized remediation, enrichment programmes and lectures.

### **Associate CET trainer**

**February 2007- present**

Responsibilities: Facilitating/Assessing courses for ATOs, in areas focusing on communications, marketing, digital literacy and professional presentation

## **PR/Marketing**

### **The iLLers Pte Ltd- Marketing Manager**

**January 2005- 2013**

Responsibilities: Conceptualization and execution of online marketing campaigns/live events. Clients ranged from the lifestyle industry (Adidas, Nike, WoS), to telcos and beyond.

**Bebop Asia- Copywriter****January 2005 - present**

Responsibilities: Content creation and product/service branding for major corporations and telcos, as well as rolling out viral marketing campaigns

**BeBop Events Management****January 2005 - present**

Freelance Consultant, specializing in training/organizing viral marketing campaigns

Responsibilities:

Involved from planning and execution of online/offline events/campaigns

**Operations Personnel****January 2002 – January 2004**

Singapore Police Force (National Service)

Staff Assistant to Head Operations and Training

Crime Control Unit- Enforcement Officer

Responsibilities: Assisting in operations and training of Jurong Regional Headquarters personnel, including analysis of service quality, ground response time, operations planning and management.

**Educational Qualifications/Certifications****National University of Singapore**

Bachelor of Arts - BA, Social Sciences · (2003 - 2007)

**Institute of Adult Learning**

ACTA (v5) accreditation. (2018)

**Language Proficiencies**

English and Mandarin (spoken and written)

**Computer Literacy**

Operating Systems: Microsoft Windows, Mac OS

Applications: MS Office Suite; Adobe Photoshop, Adobe Premier Pro