

# WANG CHONGYU

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## EDUCATION

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### Singapore Management University

#### Bachelor of Business Management

Double Major in Finance and Strategy.

Aug 2024 - Aug 2027

### Ngee Ann Polytechnic

#### Diploma in International Trade and Business

Cumulative GPA 3.7/4.0.

Jan 2019 - Dec 2022

## EXPERIENCE

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### Conduit Group

#### Distribution Analyst Intern

Jan 2026 - Present

- Designed a distribution pipeline pairing LLM extraction with a 7-factor scoring framework, converting raw fund PDFs into a 14-section workbook, with composite rating, A/B/C/Pass shelf verdict, and factsheet; replacing manual triage with reproducible insights for the IR team.
- Processed ~17 fund managers across 8 alternative-asset sectors (hedge fund, PE, real estate, VC, quant, debt, digital assets), shipping 34 manager- and sub-fund-level tearsheets and drafting outbound IR emails and investment commentary for the team.
- Shipped v2.0 of firm's 5,146-contact LP database; LLM-driven matching ranks contacts into Tier 1 / Tier 2 / Tier 3 prospect bands per new fund, queryable in natural language instead of by manual row-scanning.
- Identified gaps in team's day-to-day workflow and shipped supporting tools — automated HTML email broadcasts for IR team via Monday, LLM-driven web scraping to enrich company database, and scripted automations across recurring company processes.

### Smile Employment Agency

#### Founder

Apr 2024 - Present

- Founded and managed a licensed Singapore employment agency (UEN 24C2161) specializing in Service-sector manpower placements (Wellness), expanding market reach through client referrals, digital outreach, and process analytics.
- Scaled operations rapidly, achieving 50+ S Pass and Work Permit placements within first 8 months of starting company, outperforming industry averages through workflow automation, document standardization, and proactive compliance tracking.
- Developed and maintained a strong client base of 20+ corporate partners, managing a 90% retention rate through transparent communication, and regular performance feedback loops to ensure sustained client satisfaction and long-term partnerships.
- Led a lean team fostering accountability and ensuring each manpower placement is completed within 10 working days.

### Commerce.sg

#### Business Development Executive

May 2024 - Aug 2025

- Spearheaded agency's expansion by identifying B2B client prospects and partnership opportunities within social commerce space.
- Engaged with potential clients to understand digital needs to tailor partnership accordingly.
- Established Commerce.sg as a top social commerce agency through client outreach and partnership strategy.
- Planned and executed marketing campaigns generating over US\$100,000 in attributed client revenue, enhancing visibility across partner platforms through client-specific content and influencer strategies designed to boost audience reach and brand recall.

### New V Spa

#### Marketing Operations Intern

Sep 2022 - Feb 2023

- Oversaw social-media strategy and content creation across Facebook, Instagram, and Tik Tok.
- Produced viral short-form videos gaining 100K+ organic TikTok views, driving higher walk-in traffic.
- Led the Christmas Photo Booth Campaign, handling concept, supplier sourcing, and execution.
- Key Skills: Digital Marketing, Content Strategy, Campaign Management, Video Production.

## COMMUNITY SERVICE

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### SMU Project Smile Manila XV

#### Project Lead

Jan 2024 - Present

- Lead a 24-member SMU team for an Overseas Community Service Project (OCSP) in partnership with CRIBS Foundation, a Philippine NGO supporting abandoned infants and female survivors of sexual abuse rehabilitate.
- Shifted project's focus from short-term aid to long-term sustainability, empowering CRIBS through financial literacy workshops and cold-emailing training to help teachers secure new corporate partnerships.
- Oversee programme design, logistics, and sponsor relations while promoting emotional recovery and empowerment for CRIBS.

## TECHNICAL SKILLS

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Technical Skills: Claude automation, Claude code, MCP, Microsoft Excel (Solver, PivotTable), Adobe Creative Suite, Valuation Techniques, Soft Skills: Leadership, Problem Solving, Mandarin Chinese (Fluent), Monday (CRM)