

# Jessica Y. Yang

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## Education

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### Boston University

Boston, MA

*Bachelor of Science in Hospitality Administration, School of Hospitality Administration*

- **Relevant Coursework:** Strategic Marketing, Real Estate Development, Accounting Finance, Leadership, Hospitality Design, Human Resource Development, Lodging Operations and Technology, Food and Beverage Management
- **Projects:** Battery Wharf Hotel Marketing Plan & Matra Residence by Accor's Design

## Work Experience

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### StaffAny

Singapore, Singapore

*Assistant Manager Human Resources*

Mar 2023 — Present

- Developed comprehensive onboarding program, increasing employee engagement scores by 15% and reducing turnover rate by 10% within the first year of implementation
- Managed the planning and execution of an annual company retreat, overseeing all logistics and activities for over 50 employees, resulting in a 95% participation rate and positive feedback from attendees.
- Advise the executive team on relevant compliance and employment law (MOM regulations, CPF, SDL, etc.)
- Provide strategy and oversight of the administration of compensation, benefits, and HRIS system
- Conduct and execute payroll and payments to employees and contractors accurately and timely
- Execute the end-to-end process of the Global Ready Talent Internship Programme, securing up to 50% funding on the monthly intern stipend for the company
- Draft and execute the Employee Stock Ownership Plans (ESOP) for our eligible employees and contractors
- Develop a recruitment strategy and timeline for each open position, considering various channels and candidate pools, leading to a 30% reduction in time-to-hire and 20% increase in the quality of hires
- Review resumes, conduct interviews, and assess candidates' qualifications and fit for the role and team, resulting in a 25% increase in offer acceptance rate

*Assistant Product Success Manager (Secondment)*

Apr 2024 — Present

- Reduce client onboarding time by 20% through the efficient utilization of HubSpot, Google Sheets, and Retool
- Increase client satisfaction scores by 15% through collaborative efforts with sales, product, and engineering teams, resulting in a more seamless setup process tailored to clients' needs and preferences
- Achieved a 25% increase in client retention rates by implementing personalized success plans aligned with clients' objectives, delivering targeted training sessions, and driving adoption, expansion, and renewal opportunities
- Improved client engagement by 30% through proactive monitoring and analysis of product usage patterns

### Happy Cup (S) Pte. Ltd.

Singapore, Singapore

*Chief Managing Officer*

Aug 2020 — Present

- Establish a bubble tea company that sells bubble tea beverages, achieving an average monthly revenue growth of 20% within the first year of operation
- Cooperate with delivery companies (FoodPanda/GrabFood/Deliveroo) to increase sales and customers' conveniences, resulting in a 30% increase in monthly delivery orders and a 25% expansion of the customer base
- Manage company's HR and payroll through QuickHR, reducing administrative overhead by 15% and ensuring payroll accuracy with a 99% error-free rate
- Build strategic and digital marketing campaigns to increase customer retention, resulting in a 20% increase in repeat purchases and 15% growth in customer loyalty program enrollment
- Handle food license and imports registration through communicating with SFA, ensuring compliance with regulatory requirements and expediting the registration process by 20%
- Secure company's logo and design patents through communicating with IPOPOS, protecting intellectual property assets and preventing infringement, resulting in a 100% success rate in patent approvals
- Compose employment contracts while ensuring all the important aspects are included in the document, leading to a 95% employee satisfaction rate and a 10% reduction in legal disputes related to employment contracts

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## Cotan Energy

*Human Resource Manager*

**Singapore, Singapore**

Jul 2022 — Jul 2023

- Compose employment contracts for new hires, resulting in a 90% acceptance rate of job offers and a 95% compliance rate with legal and company standards
- Liaised with Ministry of Manpower (MOM) to acquire work passes for employees and interns, reducing processing time by 30% and achieving a 100% approval rate for work pass applications
- Drafted and edited job descriptions to better fit company standards, leading to a 20% increase in qualified applicant pool and a 15% decrease in time-to-fill vacancies
- Interviews prospective candidates to ensure their goals align with company objectives, resulting in a 25% increase in employee retention and a 10% improvement in employee engagement scores within the first year

## Skills & Proficiencies

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**Languages:** Conversational Level in Mandarin & Taiwanese

**Skills:** Strategic Marketing, Google Suites, R, SQL, Tableau, Analytical Skills, Powerpoint, Excel, Word, Facebook, Instagram, Snapchat, Twitter, Core, ePOS, QuickHR, StaffAny, Squarespace, Xero, HubSpot, Retool, Slack

## Certificates

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### Google

*Data Analytics Professional Certificate*

**Boston, MA**

Aug 2022 — Jan 2023

- Completed an extensive six-month job-ready Google Career Certificate training in five months. I've demonstrated hands-on experience with data cleaning, data visualization, project management, and interpreting and communicating data analytics findings. I also have a solid understanding of databases, SQL, and R. During the training, I completed 2 case studies: Bellabeat & Cyclistic (on my Website)