

Janelle Chan joined WWF Singapore as a Communications, Data, Events Intern from the period of Jan 2020 to Jun 2020. During her stint at WWF, she was attached to the Fundraising – Retention team with the objective to improve recurring donor's loyalty and extend their giving lifespan under the mentorship of myself. Throughout the internship, Janelle has been involved in various functions which includes event planning, creative writing, supplier sourcing, ideation, strategic marketing planning, data research and data analysis.

WWF has a fast paced dynamic environment which requires flexibility, adaptability and quick thinking which Janelle has demonstrated in her course of the internship where she was able to multitask on various responsibility of differing fields, while ensuring the follow up is consistent through proper time management and task organization. The amount of tasks given weighs differently on the importance where she was able to prioritize and managed to accomplish her role with great distinctions.

The briefs on tasks given were consistently updated and changed due to situational strategies which in some cases could be entirely different, however Janelle without complain worked diligently with the amendments. Especially within 2 months, due to the Covid-19 situation, she transited to working from home without much difficulty and continued to contribute actively even so. Janelle is able to work independently, yet not recklessly, considering she always knew when to ask for assistance and clarity, which is very much appreciated.

As a fast growing organization, there are challenges to innovate member experiences with little resources. However this did not deter Janelle from initiating her opinions and ideas which were incredibly helpful in establishing the structure of the process, from content to approaches.

Some of the notable contributions amongst many other that Janelle had contributed to includes,

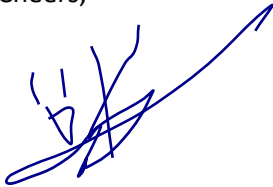
- Implementing a new data collection survey which provided a locality language that was largely applauded by WWF members and staff alike, improving the conversion rate and relatability to local donors. She had continued to perform data cleaning, compilation and analysis thereafter which concluded decisions in the follow up. This set a precedence for an ongoing continuation of such surveys.
- Planning the entire first virtual movie night with members and speakers for a panel. This became the most successful WWF member event thus far which subsequent event has yet to come close in terms of engagement and attendance rate. The event was largely popular with the audience and staff which feedback that they would want a similar event subsequently. Her coordination was key in the Work from home scenario which led to the success of the event.
- Developing a new welcome pack of both digital and physical for a new campaign "Tiger Adoption" as a member loyalty program which Janelle oversaw the ideation, sourcing, design, production, data and operations of the fulfillment.
- Creative content for numerous impact emails to WWF members and special celebratory emails on specific events/international days. The email content is written with a flair of locality content which aided in the relatability of our messaging and had overall great responses and open rates.

There are also many more moments where Janelle had proven herself as a capable and personable character which had become an intimate part of the team where she were able to communicate well in both personal and professionally. She was a joy to have around and an

invaluable member who provided without complain despite the abundant workload and expectations to live up to.

I am sure this is only the beginning of Janelle's development in skills, knowledge and talents which have already exceeded most expectations, with subsequent proper guidance, I am sure that she would grow even further as an indispensable valued member of the next lucky organization.

Cheers,

A handwritten signature in blue ink, appearing to be 'Kenny Lek', with a long, sweeping underline that extends to the right.

Kenny Lek

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