

Benjamin Song

EXECUTIVE SUMMARY

More than 25 years' experience as an entrepreneur and managing businesses.

- Founded companies that were interviewed by CNA, The Edge Magazine, Straits Times and Business Times.
- Project planning, analysis, development, implementation and resource management.
- Negotiate, liaise and expansion of business in the region including Cambodia, China, Malaysia, Taiwan China, United States of America, Thailand, Philippines.
- Recruit, develop, mentor and manage the team.
- Diversified business background; training & education, finance, capital markets, digital marketing and artificial intelligence
- Develop partnerships to improve brand visibility and awareness.
- Marketing & Sales including in-house training for sales team.
- Public speaking and training engagements in the region for various topics.

TRAINING EXPERIENCE

I have experience in both soft skills and technical skills training. The following are some of my exposure and experience:

- Digital Transformation and Business Innovation
- Digital Marketing
- AI Prompt Engineering, Text-to-Image and Text-to-Video
- AI Chatbot Integration to WordPress Website and AI App Development
- Agile Management & Scrum Framework
- Business Etiquette
- Capital Markets
- Coaching and Mentoring
- Foreign Exchange & Trading
- Innovation and Creativity
- Leadership Training
- Negotiation & Selling Skill
- Personal Branding
- Presentation Skill (Facilitation and Public Speaking)
- Sales and Marketing & Branding

Digital & AI Training Experiences

- Professional Diploma in Digital Business (Lithan Academy); includes Agile Venture Creation, Sales Canvas, Digital Marketing Fundamentals (FB), Digital Marketing Analytics, Digital Business Insights.
- Digital Transformation in the Era of 5G and AI (Bells Training Institute)
- Integrated Digital Marketing (ASK Training Institute)
- Advanced Certificate in Digital Marketing (ASK Training); includes Social Media Marketing, Search Engine Optimisation, Digital Marketing Fundamental, Digital Marketing Analytics

- Diploma in Digital Marketing (ASK Training); includes WordPress Website Creation, Content and Copywriting, Facebook & Instagram Marketing, Website and Landing Page Optimisation.
- Specialist Diploma in Digital Marketing (ASK Training Institute) – Advanced Digital Marketing Strategy
- Social Media Marketing (Unicorn Financial Solutions)
- Project Management Integration (Lithan Academy)
- Digital Transformation Bootcamp (Lithan Academy)

EDUCATION

Civil & Structural Engineering

07/1995 – 05/1999

Nanyang Technological University, Singapore

Graduated with 2nd Upper Honours Bachelor in Civil & Structural Engineering.

CERTIFICATES

Advanced Certification for Training and Assessment (ACTA)

Institute for Adult Learning (IAL) 07/2018

Certified Digital Marketing Strategist (CDMS)

Equinet Academy 09/2019

NICF WSQ WordPress Website Creation Course

Equinet Academy 11/2019

Fundamentals of Personal Data Protection Act (PDPA)

Everest Innovation 03/2020

TikTok E-commerce: Selling on TikTok Shop

FirstCom Academy 04/2023

TikTok Fundamentals and Running Advertisements on TikTok

FirstCom Academy 05/2023

Certificate Programme for Sustainability Finance

Nanyang Technological University 05/2023

WORDS FROM HIS STUDENTS (SMALL PARTIAL LIST)

S Shuxia Jiang
2 reviews

★★★★★ a year ago

I recently completed the "Digital Transformation in the Era of 5G & AI" course facilitated by Mr. Benjamin Song, and I must say it was an enlightening experience. Mr. Song's expertise and guidance throughout the four-day session were invaluable.

One of the highlights for me was Mr. Song's demonstration of how ChatGPT, an AI model, can be leveraged to enhance our work processes. His insights into the potential applications of AI were eye-opening and have already begun to reshape my approach to problem-solving and innovation.

Moreover, Mr. Song's patience and willingness to address all questions ensured that every participant, regardless of their background, could fully grasp the concepts discussed.

Thank you, Mr. Song, for sharing your expertise and passion for innovation with us. It was truly a privilege to learn from a teacher of your caliber.

C Calvert Jng
4 reviews

★★★★★ a year ago

Mr. Benjamin Song is an exceptional trainer whose expertise and passion for digital transformation are truly commendable. His course on 'Digital Transformation in the Era of 5G & AI' was a transformative experience. Mr. Song's deep knowledge and ability to simplify complex concepts made the course accessible and engaging for all participants.

His teaching style is interactive, encouraging discussions and ensuring that everyone understands the material thoroughly. Mr. Song's real-world examples and case studies provided valuable insights into the practical applications of 5G and AI in today's digital landscape.

I highly recommend Mr. Benjamin Song as a trainer for anyone looking to understand and leverage the power of 5G and AI in their business or career. Thank you, Mr. Song, for a truly enlightening experience!

H Heng Min Choo
3 reviews

★★★★★ 2 years ago

I had the pleasure of being trained by Benjamin Song in AI, and it was an exceptional experience. Benjamin's passion for the subject, coupled with his ability to simplify complex concepts, creates an engaging learning environment for all levels.

Benjamin's expertise and commitment to staying current in AI ensure that his training is both relevant and cutting-edge. His interactive teaching style, real-world examples, and willingness to adapt to individual learning styles make the material accessible and enjoyable.

I highly recommend Benjamin Song as an AI trainer. His knowledge, communication skills, and genuine dedication to student success set him apart. Under his guidance, I gained valuable skills and insights that have been instrumental in my understanding of artificial intelligence.

R Raymond Ang
Local Guide · 15 reviews · 14 photos

★★★★★ 2 years ago

Enrolling in BELLS 4-day digital transformation AI course ran by Benjamin Song was an absolute game-changer! From start to finish, the experience was enriching and empowering. Benjamin's expertise in the field is unparalleled, and his passion for teaching is evident in every session. The course content was comprehensive yet digestible, catering to both beginners and seasoned professionals. The hands-on approach allowed me to apply concepts in real-time, solidifying my understanding. Additionally, the support and camaraderie among fellow participants fostered a collaborative learning environment. I highly recommend this course to anyone looking to navigate the complex world of AI with confidence and competence!

S Sharon Chang
1 review

★★★★★ a year ago

I signed up for the DT course without any knowledge of AI and was thrilled to learn of the capabilities of AI technology. Trainer Benjamin, with his expertise, knowledge and experience, was able to make learning easier with his engaging practical hands-on exercises. He shared numerous insightful experiences and opened our eyes to a vast array of AI tools available and their applications. This course left me feeling inspired and more ready and excited to go back to the working world.

daryl tan
7 reviews · 8 photos

★★★★★ 2 years ago

I'm excited to share my experience from the course I just completed with Benjamin Song. Benjamin is an exceptional trainer who brings so much life and energy to every class. His lively and bubbly personality creates an engaging and enjoyable learning environment that makes the material truly come alive.

What sets Benjamin apart is his deep knowledge of the subject matter. He has a knack for breaking down complex concepts and presenting them in a way that's easy to understand. It's evident that he's not just an expert in his field but also a fantastic teacher.

I couldn't be more grateful for the opportunity to learn from Benjamin. His passion, knowledge, and engaging teaching style have made this course a truly enriching experience. I highly recommend Benjamin Song as a trainer. Thank you, Benjamin, for making learning so enjoyable!

J James Boo
2 reviews

★★★★★ 2 years ago

Subject: A Testimonial for Trainer Benjamin Song

I am thrilled to share my heartfelt testimonial for the exceptional trainer, Benjamin Song. I had the privilege of being a part of one of his training programs, and I must say that it was an incredibly enriching and enjoyable experience.

Benjamin's training style is nothing short of outstanding. His sense of humor is infectious and adds a refreshing and light-hearted dimension to the learning process. He has a unique ability to make even the most complex topics engaging and accessible, leaving no room for boredom or confusion.

One of Benjamin's standout qualities is his remarkable knowledge. He possesses an in-depth understanding of his subject matter and a passion for sharing it. He effortlessly conveys his expertise, breaking down intricate concepts into digestible pieces of information. His presentations are not just informative; they are enlightening and inspiring.

What truly sets Benjamin apart is his genuine dedication to his students' success. He goes above and beyond to ensure that everyone in the training program grasps the material and feels motivated to apply it. His interactive teaching methods encourage active participation, making each session a dynamic and memorable experience.

I can confidently say that Benjamin Song is an exceptional trainer who has made a significant impact on my personal and professional growth. His humor, engaging teaching style, and profound knowledge create a perfect blend for effective learning. If you have the opportunity to learn from Benjamin, do not hesitate to seize it; you will undoubtedly come away with valuable insights and a smile on your face.

In conclusion, I wholeheartedly recommend Benjamin Song as a trainer. His passion for teaching, his humor, and his wealth of knowledge make him a true gem in the world of education and training.

Thank you, Benjamin, for being such an incredible mentor and guide on my learning journey. You have left an indelible mark, and I am immensely grateful for your wisdom and humor that made learning a joyous adventure.

G George Boey
4 reviews

★★★★★ a year ago

The course is really very informative and up to date. Benjamin, the trainer, is very knowledgeable and able to bring real life cases examples to the course, thus enhancing the value and experiences of the learning process. He also provided many links to various sites that add to the total learning experience making learning easier (simplified) and immersive.

 **Syaam Hisyam**
Local Guide · 10 reviews · 25 photos

★★★★★ 6 months ago

I have just completed my course in Website and Landing Page Optimisation at ASK Training, and once again, I am extremely glad and grateful to have my favourite trainer, Benjamin Song, leading the class.

Benjamin has a unique way of breaking down complex digital marketing concepts into practical, easy-to-understand lessons. He always keeps the class engaging, interactive, and filled with real-world examples that make learning so much more effective.

What I truly appreciate is his patience in answering our questions and ensuring everyone is able to apply what we've learned. I walked away not only with valuable skills but also the confidence to implement them immediately in my work.

Thank you ASK Training and Benjamin for making this learning journey such a positive and rewarding experience. Highly recommended for anyone looking to upskill in digital marketing!



 **Mariana A**
4 reviews · 2 photos


★★★★★ 6 months ago

I cannot recommend Mr. Benjamin Song highly enough. I came to him looking to improve my understanding of Google Ads, but what I got was a complete masterclass in digital marketing strategy.

His teaching style is incredibly clear, patient, and practical. He doesn't just teach theory; he breaks down complex concepts into actionable steps that you can immediately apply. The lessons on landing page optimization were a game-changer—he showed me how to structure pages for maximum conversion.

Most impressively, he applies his own expertise to his website and landing pages. The difference is remarkable. The user journey is seamless, the messaging is crystal clear, and the call-to-actions are compelling. It's the perfect proof that he practices what he preaches with incredible skill.

If you're looking for a trainer who is not only an expert but also an excellent communicator who genuinely cares about your success, look no further. Investing in his training was one of the best decisions I've made for my professional development.

 **Roland Alphonsus Tan**
1 review

★★★★★ a month ago

Over the past two days, I had the opportunity to learn from Benjamin Song from ASK, and it was a very valuable experience. Benjamin is highly knowledgeable and delivers training in a clear, structured, and engaging way. He takes the time to explain concepts thoroughly, encourages questions, and shares practical examples that make learning meaningful and applicable. I walked away with a much better understanding and useful skills that I can confidently apply. I truly appreciate his professionalism and teaching approach, and I would highly recommend him as a trainer.

 **phingo ong**
6 reviews · 5 photos

★★★★★ 10 months ago

I had the opportunity to learn from Benjamin Song, and it was an eye-opening experience. His deep knowledge of Facebook marketing is not just theoretical—he breaks things down in a way that's practical and easy to apply. What I appreciated most was how he connected the concepts directly to real-world use cases, which allowed me to implement them immediately into my own business.

Thanks to his training, I've been able to run better-targeted ads, understand key metrics, and make smarter marketing decisions. He's a clear, engaging trainer who genuinely wants to see his students succeed. Highly recommended for any business owner or marketer looking to level up their Facebook advertising game.

 **Marco Kwong**
Local Guide · 18 reviews

★★★★★ a year ago

I had the pleasure of learning from Benjamin Song, and I must say he is an exceptional SEO trainer! What sets him apart is his ability to connect real-life business examples to SEO strategies, making even the most complex concepts easy to understand. Instead of just theory, he shared practical case studies from his own experience, showing how SEO truly impacts business growth.

His teaching style is engaging, insightful, and actionable—I walked away with proven strategies I could immediately apply. If you're looking for an experienced SEO trainer who delivers real-world knowledge, Benjamin is the one! Highly recommended! 🙌🔥

 **MAXIME ME**
2 reviews · 1 photo

★★★★★ a year ago

"Benjamin Song is an exceptional trainer! His expertise, patience, and ability to explain concepts clearly made the training experience both enjoyable and effective. He's always encouraging and ensures that every session is productive. Highly recommend Benjamin for anyone looking to grow their skills with a knowledgeable and approachable trainer!"



 **jooyee yeap**
1 review

★★★★★ a year ago

Thoroughly enjoyed Benjamin Song's 2-day Social Media Marketing course! His classes were engaging and he never failed to provide actionable tactics that I could immediately apply. He broke down complex strategies into easy-to-understand concepts, making the sessions both insightful and practical. The real-world examples and hands-on exercises helped reinforce key takeaways, and I left feeling more confident. Highly recommend this course to anyone looking to level up their digital marketing skills!

 **Samuel Ng**
5 reviews · 1 photo

★★★★★ a year ago

I recently attended a 2-day Advanced Digital Marketing Strategy course conducted by Mr. Benjamin Song, and it was an outstanding experience. Mr. Song's expertise in digital marketing is truly impressive. He was not only knowledgeable but also generous with sharing additional resources and tools that will be incredibly valuable for us. His approach to teaching was both clear and patient, making complex concepts and strategies easy to understand. Overall, it was a very positive experience, and I would highly recommend his course to anyone looking to deepen their knowledge in digital marketing.

 **Elle Ng**
7 reviews · 8 photos

★★★★★ 2 years ago

Just ended Digital Marketing Essentials Course with Trainer Benjamin Song and I must say it was really interesting and insightful! Benjamin was very engaging and filled his teaching with humour here and there to make the course less dry and easy to understand. He also demonstrates good knowledge of the industry and the case studies he raised was relevant and interesting too. Glad that I attended this course today and left with more insights and new knowledge that could be applied to my work as well. Thanks Benjamin! 😊



Christine Goh
9 reviews

★★★★★ a year ago

I had the privilege of being trained in copywriting and digital content creation by **Benjamin Song**, and the experience was nothing short of transformative!

Mr. **Song** is not only highly knowledgeable but also incredibly patient and supportive. He made complex concepts easy to understand, tailoring the sessions to my learning pace and needs. His expertise in crafting engaging, results-driven content and understanding digital strategies is truly impressive.

The training was packed with practical tips, real-world examples, and hands-on exercises that boosted my confidence and skills. I particularly appreciated how they encouraged creativity while emphasizing the importance of strategy and audience focus.

If you're looking to upskill in copywriting or digital content creation, I definitely recommend Mr. **Song**. He is a true professional who genuinely cares about his students' success! ★★★★★



Kelvin Neo
Local Guide · 11 reviews · 7 photos

★★★★★ a year ago

I had the pleasure of attending **Benjamin Song's** two-day class on copywriting and content creation last week, and it exceeded my expectations. **Benjamin** is not only a knowledgeable and experienced instructor, but he also has a unique ability to break down complex concepts into actionable steps. His teaching style is engaging, practical, and filled with real-world insights, which helped me gain a deeper understanding of how to create compelling content that resonates with audiences.

Throughout the course, **Benjamin** emphasized the importance of storytelling, clarity, and audience engagement, all while providing hands-on exercises to apply the principles we learned. The class was incredibly interactive, and **Benjamin** was always available to answer questions, offering constructive feedback that I found invaluable.

In just two days, I walked away with new skills and strategies that I can immediately apply to my own projects. Whether you're new to content creation or looking to sharpen your copywriting skills, I highly recommend **Benjamin's** class to anyone looking to elevate their work!



Rowena Lou
1 review

★★★★★ a year ago

Did an Advanced Digital Marketing Strategy course at ASK Training at International Plaza. Course lecturer was **Benjamin Song**. He comes with a vast wealth of experience across various industries, which makes his examples very relevant and relatable. He is also open for participants to throw him questions regarding their current work, and ask for his advice. I would highly recommend this course and **Benjamin** as a lecturer if you want to understand more about current digital marketing trends.



Shirl Ong
5 reviews

★★★★★ Edited a year ago

I have taken a Copywriting and Content writing course on the 21st April 2024 at Ask Training Pte Ltd. Our trainer that day was **Benjamin Song**. **Benjamin** is an experienced marketing expert and has a very solid training background. Well travelled and experienced in different business venture allows him to be very versatile in the international and local marketing knowledge. A well prepared trainer with excellent course materials. Very helpful and generous sharing his knowledge with us. We have a great time attending the class that day, and gained insight into both the Marketing and Content Writing knowledge from him. Thanks **Benjamin**.
Learner that day Shirley Ong



Nuridah Rostam
4 reviews · 1 photo

★★★★★ 11 months ago

WSQ Facebook & Instagram marketing course with **Benjamin Song**, and it was incredibly valuable!

Even though it was a short course, **Benjamin** packed in so much useful information. Highly recommend it to anyone looking to level up their digital skills! Thank you!



Joanna Sim
11 reviews · 4 photos

★★★★★ a year ago

I recently completed a WSQ SEO training course with **Benjamin Song**, and it was an outstanding experience!

The training was thorough, easy to follow, and tailored to my specific needs. **Benjamin** has an impressive depth of knowledge in the latest SEO strategies.

The hands-on approach and personalized feedback made complex topics much more understandable.

I feel confident implementing SEO best practices now, thanks to this training. Highly recommend it for anyone serious about knowing SEO.



Denniel Quah
5 reviews

★★★★★ 2 years ago

I recently completed the Social Media Marketing course with Mr. **Benjamin Song** and I couldn't be more pleased with the experience. Mr. **Song's** expertise in the field truly shines through his teaching. The course content was comprehensive, covering everything from the basics to advanced strategies in social media marketing.

I highly recommend Mr. **Benjamin Song's** Social Media Marketing course to anyone looking to gain a solid understanding of the subject and excel in the digital marketing landscape."



A T
11 reviews

★★★★★ Edited 3 months ago

Attended the Wordpress course and Trainer **Benjamin Song** is very generous, passionate and knowledgeable to teach and share. Very quick to answer to the impromptu question of the learner. This is the 2nd course conducted by him. Highly recommended! 5 star trainer. Thank you **Benjamin** for the enjoyable 2 day sessions!



Joanne Ng
2 reviews

★★★★★ Edited a year ago

Attended the WSQ copywriting & Content writing course and Advanced Digital marketing strategy course with Trainer **Benjamin Song**. The class is conducted in a lively way and it isn't boring. Class content is comprehensive and at the end of the course, I am able to relate better to digital storytelling with the suitable content and execute digital marketing strategy.



Hui Ling Lim
7 reviews · 5 photos

★★★★★ a year ago

Attended the Advanced Digital Marketing Strategy course at International Plaza with instructor **Benjamin Song**. He is very knowledgeable about digital marketing and very generous with his sharing. He also has a great business mind to bounce business ideas off of.



Sean Goh
Local Guide · 38 reviews · 28 photos

★★★★★ Edited a year ago

Update: I've also taken Copywriting and content writing under **Benjamin Song**. Like the previous trainer, **Benjamin** demonstrated his passion and in-depth knowledge of the subject and it was a joy learning from him. Highly recommend this course.



Ee Ling
10 reviews

★★★★★ Edited 2 years ago

The trainer, **Benjamin Song**, possesses a wealth of knowledge and expertise in the digital marketing space and goes above and beyond to ensure that each session is engaging and peppered with humour. Great sharing from Ben!