

Chan Khee Hoon

Blk 842, Sims Ave,
#12-760, Singapore 400842
(65) 98234500
chan_1988_sg@yahoo.com.sg

LinkedIn: [sg.linkedin.com/in/kheehoonchan](https://www.linkedin.com/in/kheehoonchan)

Portfolio: kheehoon.journoportfolio.com

SUMMARY

Written for myriad online publications and magazines, including Paste Magazine, Kill Screen and Unwinnable

Specializes in transforming tech speak into relevant, engaging stories

Well-versed in B2B and B2C marketing, and content marketing

EXPERIENCE

Various Online Publications — *Freelance Writer*

SEPTEMBER 2016 - PRESENT

Pitch and write feature pieces and op-eds on video games to various online publications and magazines, including Kill Screen, Paste Magazine, Unwinnable and FemHype.

My stories can be found at <https://kheehoonchan.contently.com>.

gyro, Singapore — *Copywriter*

OCTOBER 2016 - PRESENT

Research, write and edit copy for B2B and B2C marketing communications such as print and online articles, newsletters, videos, webinars, infographics, white papers, case studies and blog posts

Collaborate with design, digital, search and other teams to develop compelling, often unexpected, content plans

Think strategically and participate in creative connecting in a wide range of media

Ying Communications, Singapore — *Senior Content Services Executive*

NOVEMBER 2011 - MAY 2015

OCTOBER 2015 - MAY 2016

Developed B2B digital marketing campaigns for clients from the technology industry, including social media strategy

Produced technical and editorial content for clients, including

ACHIEVEMENTS

Developed a [whiteboarding video for IBM](#), that breaks down the abstract concept of *enterprise storage* into an easy-to-understand video

Created a [presentation on Smart Data](#) for Commvault, which was used by the Area Vice President of Commvault in New Zealand and Australia, in a Business Leadership Seminar

Involved in the “It’s All in the Numbers” campaign for Symantec’s Endpoint Protection solution, a finalist for the Marketing Excellence Award in 2012

EDUCATION

University at Buffalo, Singapore (SIM) — *Bachelor of Arts in Communication (Cum Laude)*

Singapore Polytechnic, Singapore — *Diploma in Media and Communication*

microsites, brochures, PowerPoint slides and eDMs, as well as ghost-writing blog articles

Proposed editorial calendars and planned content strategies

Pixel Dynamo, United Kingdom (Remote) — Senior Contributor

APRIL 2015 - AUGUST 2016

Wrote breaking news and opinion pieces on the coverage of video games and technology

Covered major gaming events such as Gamescom and E3, and written videogame reviews

Collaborated with the UK/US editorial team to brainstorm for and produce strategic content, driving more traffic to the website

BlackBlue Media Group (BBMG), Singapore — Senior Copywriter

JUNE 2015 - SEPTEMBER 2015

Created content for a variety of industries, including hospitality, consumer technology, sanitary fittings and FnB

Developed marketing and corporate communication collaterals such as websites, sponsored content in magazines, eDMs and brand guides

Brainstormed and developed campaign proposals, including social media content

HOBBIES

Gaming, playing music