

Ho Yun Kuan

View my work on Vogue Singapore: <https://vogue.sg/author/ho-yun-kuan/>

Online portfolio: <https://hoyunkuan.journoportfolio.com/>

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Professional Summary

I'm a seasoned editor and content consultant with published work in the Singapore editions of [Vogue](#), [Tatler](#), and [Robb Report](#). Having had a background as a watches and jewellery editor, I naturally have a soft spot for jewellery and horology, but am also well-versed in lifestyle, culture, and travel.

Professional Experience

Editor and Content Consultant – Freelance

January 2017 – Present

- Consulted and managed editorial and commercial initiatives for Singapore's editions of Vogue, Tatler, and Robb Report.
- Specialise in editorial content across jewellery and horology, with additional expertise in luxury, lifestyle, culture, and travel.
- Conceptualise and develop high-quality editorial features, brand narratives, and content for print and digital platforms.
- Collaborate with brands and creative teams to maximise audience engagement and the publication's market positioning.

Deputy Editor – **PostTrade 360°**, Financial Media Group

May 2025 – Present

- Lead day-to-day editorial operations for <https://posttrade360.com/>, overseeing website content strategy, publishing schedules, and editorial standards.
- Manage digital content production across web and social media platforms, driving audience growth and engagement through targeted content initiatives.
- Track website traffic, audience behaviour, and content performance, using the data to inform editorial and marketing strategies.
- Coordinate with writers, contributors, and commercial partners to produce impactful editorial and branded content aligned with business objectives.

Assistant Editor – **PostTrade 360°**, Financial Media Group

May 2023 – May 2025

- Created and curated editorial content for <https://posttrade360.com/> across digital platforms.
- Oversaw the company's social media channels, developing content to increase audience engagement and site visibility.
- Supported content marketing initiatives through newsletter creation, promotional campaigns,

and cross-platform distribution.

Watches and Jewellery Editor – Robb Report Singapore, Media Publishares
October 2013 – January 2017

- Led the Time and Jewellery editorial sections, shaping content strategy and overseeing feature development.
- Styled and directed photoshoots, collaborating with photographers and luxury brands to produce visually compelling editorial content.
- Cultivated relationships with leading watch and jewellery houses to secure exclusive features, product access, and partnership opportunities.
- Represented the publication at industry events including Baselworld and Salon International de la Haute Horlogerie (SIHH), delivering on-the-ground coverage and industry insights.
- Identified emerging trends in horology and fine jewellery, translating market developments into engaging editorial narratives.

Feature Writer – Robb Report Singapore, Media Publishares
September 2012 – October 2013

- Pitched and produced editorial features across luxury, lifestyle, and culture topics.
- Liaised with advertising clients to develop content that balanced editorial standards with commercial objectives.
- Created marketing and PR materials, including press releases, media kits, and promotional copy for branded events.

Writer – Young Parents magazine, SPH Magazines
September 2009 – July 2012

- Generated story ideas and developed engaging editorial content.
- Collaborated with editorial, marketing, and design teams to meet content objectives and deadlines.
- Proofread and revised content to maintain consistency, clarity, and editorial standards.

Education

National University of Singapore (NUS)
Bachelor's Degree in English linguistics
2005 – 2009

Technical Skills and Tools

Wordpress (and other similar CMS platforms)
Google Analytics
Microsoft Office
Adobe InDesign (elementary)