

Ho Yun Kuan

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

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Professional Experience

Editor, Copywriter, and Content Strategist

Freelance

January 2017 – Present

My interest and specialisation are in jewellery writing, but I am also well-versed in horology and familiar with business and lifestyle topics. Currently, I am developing content and managing digital projects for Robb Report Singapore and Tatler Singapore. More examples of my work can be found both online and in print for The CEO Magazine and South China Morning Post. In addition, I do copywriting and corporate work for a diverse range of clients from the aviation and real estate industries as well as lifestyle brands. I am familiar with CMS systems, in particular, Wordpress.

Assistant Editor

The CEO Magazine EMEA

June 2019 – July 2020

Professional grammar fanatic. I proofread articles before they went to press, scrutinised the contents of every ad in the magazine, and wrote stories about outstanding business leaders who are inspiring positive changes through the work they do.

Watches and Jewellery Editor

Robb Report Magazine Singapore, Indochine Media

October 2013 – January 2017

I led the Time and Jewellery sections of the magazine, styled photoshoots, managed creative projects and collaborations with brands as well as represented Robb Report Singapore at major industry trade fairs, including Baselworld and Salon de la Haute Horlogerie (SIHH).

Feature Writer

Robb Report Magazine Singapore, Indochine Media

September 2012 – October 2013

I pitched and wrote articles, liaised and negotiated with advertising clients, managed creative projects, created marketing materials for company events, and produced PR materials for the company.

Editor (freelance)

www.iproperty.com.sg, iProperty Group
October 2012 – January 2013

I oversaw the Property News section of the website, leading a team of three writers to create 60 articles per month, ensuring that at least two articles were submitted daily.

Writer

Young Parents Magazine, SPH Magazines
September 2009 – July 2012

I created content, liaised and negotiated with advertising clients, and coordinated photoshoots.

Writer (freelance)

Luxury Insider, WhiteWave Media Group
October 2009 – February 2010

I covered mainly the fashion beat, writing about the latest collections and reporting fashion news.

Education

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

Languages

English (native proficiency)
Mandarin (working proficiency)
Swedish (elementary proficiency)

Technical Skills and Tools

Wordpress (and other similar CMS platforms)
Microsoft Office
Adobe InDesign (elementary)
Salesforce
FaceBook Business Manager (elementary)