

GENE KHOR CHEN KUOK

CONTENT LEAD

DEVELOPMENT, STRATEGY, AND PLANNING

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PROFESSIONAL SUMMARY

I create and lead result-driven content strategies to build a brand's identity and achieve its business goals. With a foundation in journalism followed by an enriching (and ongoing) digital marketing journey, I have a meticulous eye for accuracy, language, tone, grammar, and delivery. I am passionate about content that grips and engages, because the best stories are the ones that beg to be shared.

EXPERIENCES

• DBS (Transformation Group)

- Creating and executing comms strategies for key pillars and events in support of their business goals
- Developing EDMs, articles, thought leadership pieces, and collaterals to enhance and drive employee engagement and adoption
- Conceptualising and developing storyboards for video content to ensure alignment with messaging goals and corporate tone

Content & Comms Specialist

Apr 2023 — Present

• OLIVER (3M)

- Guided the content team in identifying their strengths and fostering skill development
- Cultivated B2B content marketing strategies to drive traffic, generate leads, deliver sales, and retain customers
- Researched local nuances to effectively reach target audiences across APAC markets
- Worked with project managers in auditing and optimising existing processes across relevant partners

Content Lead

Jun 2021 — Oct 2022

• Esri Singapore

- Generated greater awareness of Esri's regional contributions and gained new leads to drive business development
- Developed strategic proposals through social monitoring, best practices, and content audits
- Advised on best messaging practices to effectively deliver Esri's capabilities and values
- Provided editorial structure, strategy, and recommendations that complemented existing tools and design templates
- Proposed media angles that best positioned Esri and its clients, e.g. direction of interviews, positioning of coming events, etc.

Content Strategist (Regional)

May 2019 — Jun 2021

EXPERIENCES

• Sarment

- Proofed and approved Wine, Spirits, and Sake product content for flagship Keyyes luxury goods and services app
- Coordinated and reviewed freelance submissions
- Created and improved guides and processes, e.g. editorial housestyle, content creation briefs, data and content fields
- Developed in-app promotions to generate awareness and conversions on SKUs and brand-driven events

Digital Content Manager

Oct 2017 — May 2019

• NCS Group

- Editorial content development, curation, and creation to promote and deliver key messages and services on clients' websites
- Copy-proofed and sub-edited content for clients' digital newsletters and EDMs
- Developed tone and presentation for key content elements on clients' websites

Digital Content Consultant

Feb 2016 — Oct 2017

• Grey Digital

- Editorial content development and creation to highlight the lifestyle elements of clients
- **Social Lead on Sentosa (Official) and Autobacs:**
 - Improved engagement and brand awareness through content supported by analytics and research
 - Provided content proposals and strategies to support ongoing and new campaigns and events
 - Generated deployable data insights via Facebook Insights and Business Manager, Socialbakers, and Google Analytics

Digital Content Editor

Sep 2014 — Dec 2015

• Various Magazines

- Apart from a stint at PR agency IMMSG in 2010, my initial experience as a writer included:
- Planning and editing interviews, features, reviews, and events
 - Coordinating and directing photoshoots
 - Managing freelancers and corresponding budgets
 - Overseeing and developing multiple client publications

Writer

Sep 2007 — Aug 2014

EDUCATION

• BA in Mass Communications

Management Development Institute of Singapore

Jun 2005 — Oct 2007

SKILLS

- Lead Generation
- Brand Marketing
- Marketing Automation
- Copywriting
- Analytics
- Content Marketing/ Strategy
- SEO
- Line Management
- Mentoring
- Thought Leadership