



# Cherie Cheah

WRITER

## Profile

Passionate writer with several years of experience both in Singapore and Australia. Capable of writing about a variety of topics and skilled in performing research and achieving ultimate preparedness for a job.

## Employment History

### Operations Support Technical Writing Associate, MSD, Singapore

FEBRUARY 2023 – PRESENT

- Analysed causes of complex documents written that may impact right first time and incurring waste and redundancies.
- Worked with internal SMEs to obtain an in-depth understanding on operational related process, the human interaction with the process and construct a usable site procedure.
- Proposed ideas to improve the document structure, process and procedure.
- Gathered information to support the proposal. Partnered with SMEs to ensure that employees can execute as written.
- Created and/ or revised relevant procedures ensuring it complies with all relevant requirements, including data governance and good documentation practices.
- Reviewed written technical documents for clarity, grammar, spelling, punctuation, content, and style.
- Produced high-quality, simple and easy-to-understand and follow SOP, Work Instructions, Job-Aid, forms and templates.
- Participated in gap assessment (GA) as part of Quality System In Place (QSIP) project when needed to support completion of GA.
- Tracked document updates and progress.
- Raised relevant document change control and route relevant procedures in system for approval.
- Communicated changes per site communication
- Supported in the authoring of DRB and Periodic Review documents

### Technical Writer, SecureAge Technology, Singapore

NOVEMBER 2021 – PRESENT

- Ensures content and delivery mechanism meets end-user needs
- Provides regular updates on project status - Create and maintain SecureAge's internal and external documentation for its products
- Collaborate on a daily basis with developers, helpdesk engineers and quality assurance engineers to develop high-quality user friendly content
- Accomplished a major revamp of SecureAPlus's knowledge base to CatchPulse within the first six months. Currently maintaining and updating all the documentation in CatchPulse's knowledge base Skills: MadCap Flare, Snagit, VMware

## Details

Singapore

81863542

[cheahcherie@gmail.com](mailto:cheahcherie@gmail.com)

NATIONALITY

Singaporean

DATE OF BIRTH

9 February 1996

## Skills

Copywriting

Technical Writing

Confluence

Canva

Microsoft Office

SEO

Snagit

WordPress

Project Management

Madcap Flare

## Languages

English

Mandarin

Malay

## Links

[Linkedin](#)

## **Copywriter, Marketing Services (Retail Business), NTUC FairPrice Co-operative Ltd, Singapore**

APRIL 2020 – PRESENT

- Created, proofread and edited copies to ensure consistency in tone of voice, making it concise and easy for customers to understand
- Worked with the marketing team to optimise copy on the WordPress site for SEO, especially on FairPrice related events articles
- Supported the creation of A/B testing content and design
- Suggested ways to improve customers' experience on digital platforms
- Crafted eDM content for Warehouse Club, Cheers, Unity, Super, Finest and Online
- Delivered 100-120 creatives monthly versus targeted 50 EDMs per month
- Had a major contribution in category expansion EDMS which achieved a high CTOR of 26%
- Conversion of a contract role to a full-time position in September 2020

## **Public Relations Account Executive, REDHILL Communications, Singapore**

NOVEMBER 2019 – FEBRUARY 2020

- Supported the senior team in developing and executing PR strategies
- Cultivated relationships with key spokespeople and media
- Wrote and edited case studies, speeches, articles and reports to support client's communication mandate
- Created clear, actionable client-facing communications, status reports, campaign summary reports and general account activity reports
- Participated in new business development, example brainstorming and research
- Clients featured startups and VC firms such as Vickers Venture Partners, Jungle Ventures, ShuttleOne & Zeemart

## **Sample Room Coordinator & Copywriter, Myer, Docklands, Melbourne**

JULY 2019 – OCTOBER 2019

- Assisted the head copywriter in the creation of content for the Myer website
- Ensured copy is written in accordance with SEO guidelines
- Proofread copy and descriptions
- Preparation of all products and garments for e-commerce photography
- Ensured all products are delivered to company standard with correct paperwork
- Assisted the studio team with preparation and steaming of all products prior to shoots
- Communicated with buying teams to ensure the flow of products were orderly and samples are correct
- Contributed to the optimisation of the sampling process to reduce time and cost to Myer
- Responded and resolved queries from the wider business regarding samples
- Managed positive and productive relationships with internal and external stakeholders

## **Education**

**Bachelor of Arts (Journalism and Mass Communication), University of  
Queensland , Brisbane, St Lucia**

FEBRUARY 2017 — NOVEMBER 2018

**Diploma in Mass Communications, Republic Polytechnic, Singapore**

APRIL 2013 — MAY 2016

## **References**

References available upon request