

WORK EXPERIENCE

R/GA SINGAPORE

Copywriter | March 2021 - Present

- Work across **social, conceptual campaigns & UX** for **Samsung Mobile Global, Google, Yamaha, MetLife, Singlife, Enterpret, Unilever & Cityneon**
- Injecting culture & life into the agency as part of R/GA's **Culture Crew**, planning events & initiatives

PEPPERSTONE MELBOURNE

Content Producer | Oct 2019 - Dec 2020

Branding. Content creation & production.
Copywriting. Creative direction, conceptualisation & ideation. Marketing communications.
Plan & execute global marketing campaigns.
Social media & digital PR.

HUNTER MELBOURNE

Copywriter & Strategist Intern | March 2018 - May 2018

- **Copywriting** for **Laphroaig Whisky's** #OpinionsWelcome Campaign & marketing collateral for **WeWork's** #YeahGoodThanks event
- **Creative strategies** for **Salt & Pepper, LeasePlan & Australian Bitters**

TBWA\SINGAPORE

Copywriter & Account Executive Intern | Oct 2015 - Feb 2016

- **Copywriting** for **Singapore Airlines & Airbnb**
- **Account management** for **MasterCard SEA & Singapore Airlines**

GET IN TOUCH

christy.koh.yf@gmail.com
christykoh.journoportfolio.com/
linkedin.com/in/c-koh/
+65 96661605
singapore

CHRISTY KOH

CREATIVE COPYWRITER

Strong conceptual writing, campaign development & brand strategy, with local and international experience. Fuelled by passion, perceptive, adaptable & enthusiastic. Keen to make an impact, not ads.

HIGHLIGHTS

Copy School Australia 2022

Grade: Top 5

Young Glory 2022

Awarded Silver & Finalist in the Professional category for 'Visit Australia' brief

Creative LIAisons 2021

One of 150 creatives selected globally

AWARD School Melbourne 2020

One of 192 creatives selected all across Australia

EDUCATION

AWARD SCHOOL MELBOURNE

2020

Globally recognised & highly selective creative thinking course in Australia

HARVARD SUMMER SCHOOL

July 2018

Marketing Management, Graduate course

Grade: 89%

UNIVERSITY OF MELBOURNE

2017 - 2018

Bachelor of Arts,
Undergraduate Media and Communications major,
Marketing Communications & Branding breadth track

- Semi-finalist in The Big Idea competition
- Melbourne Uni Tennis Club Committee Member
- Tennis Captain of the Women's Pennant Team
- Represented the uni at the Australian Uni Games

SINGAPORE POLYTECHNIC

2013 - 2016

Diploma in Media and Communication

Final GPA: 3.5 out of 4

Extracurricular Activities Grade: Gold with Honours

- Vice President of IMC SPACE Agency where I led this student-run agency to execute real-life marketing campaigns for corporate clients like Invisalign & Snickers



17 January 2022

To whom-it-may concern

TESTIMONIAL – CHRISTY KOH, COPYWRITER (SOCIAL)

I am delighted to write this recommendation letter in support of Ms. Christy Koh and her future endeavors.

Christy interviewed for a role as a social copywriter with R/GA Singapore and left a huge impression with her portfolio and her drive to get better at the craft. The agency promptly brought her in, where she reported to me in the creative department since joining on March 1st, 2021.

Since she joined us, Christy has asserted herself to become a key member of the social team creating work for the Samsung account. Her ability to quickly assimilate into the team, and add value with her ideas and copywriting are integral in lifting the overall creative output for an important client. On top of the social creative job she was brought in to do, Christy has also worked on other campaigns and UX writing projects, starting her development into a well-rounded creative writer who can work across a wide spectrum of work.

What impresses me most about Christy is her desire to get better. She is always pushing herself to be better in every aspect of her job. In my opinion, she's succeeded in the short time that she's joined us. The best news is: She will only get better.

Her tenacity and dedication give me confidence to say that she will continue to bring value to any organization she works with. I wish her every bit of success in her career.

Thank you.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Shing'.

Chew Shing Sian (Shing)
Group Creative Director, Copywriting

HUNTER

5 August 2018

To whom it may concern

If you're reading this, you're probably considering Christy Koh for a position on your team or within your business (or course). Having had Christy as part of the Hunter family over a 3 month period, I certainly recommend you take her on. During her placement, Christy was exposed to all facets of a creative agency from strategy and account handling through to production and creative. Christy took to each discipline with aplomb, her can-do attitude and intelligence shining through.

However, there was one area she excelled in and showed even more potential - creative and copywriting. For someone so new to the craft, Christy has a genuine knack for writing all forms of copy and has a strong understanding of concept. I think this coupled with a high EQ is a solid foundation for any copywriter wanting to take the world by storm. We'd welcome her back here if the circumstance arises so now's your chance to poach some raw, genuine talent.



Matthew Gibbins
ECD



To whom it may concern,

I was Christy Koh's direct manager during her time at Pepperstone as a Content Producer in the marketing team. Pepperstone is a global CFD and FX broker. It's a complex and highly regulated industry. Being Christy's first job out of uni, it was a steep learning curve. But Christy's determination meant that during her first year, she not only passed her RG146 exam, but successfully entered and completed AWARD school, Australia's premier copywriting school.

During her time at Pepperstone, Christy was responsible for producing compelling content to be used in campaigns and across social media. A key achievement for Christy was developing a creative element called '5 Charts', which was one of our highest-performing social posts at the time. Christy worked closely with research analysts to make complex headlines and copy easier to understand. She also led the company's first Instagram story series with our research analyst, covering complex and important topics while making them insta-worthy.

Christy is big on initiative. Ahead of a large-scale event, she initiated the purchase of a second company camera to ensure we were geared up for the event, taking photos and documenting this successfully on social media. Christy also took it a step further and relaunched our Instagram account, working closely with the designers, videographers, sales, research, premium, compliance and global stakeholders to deliver a creative and effective channel approach.

Christy's passion lies in creative ideation and learning new things. She is an exceptional cultural fit for a best-in-class digital company, taking on new technologies fast. I would recommend Christy for any team.

Sincerely,

Amanda Kramer

To Whom It May Concern:

Testimonial

Christy Koh is a student from the School of Communication, Arts and Social Sciences, in the Diploma in Media and Communication from April 2013 to February 2016. I was her lecturer for several modules, Advertising, Student Integrated Marketing Communication Agency and Final Year Project. I was also her Personal Tutor in Year 3.

Christy has a bright and positive personality and it was a joy to be her lecturer. She is always polite, very responsible and exhibits maturity when it comes to dealing with people from different background. She never imposes but displays an emotional depth, and this is especially apparent during her group work with her course mates.

Christy is a studious student and sets an excellent example for her peers and friends. She consistently produces high quality work that are not only insightful but demonstrated her thought process. The maturity and depth in her work belies her young age.

Christy is an avid tennis player and plays regularly for the SP's Tennis Girls' team and has led the team to two major wins from 2013 to 2015. Christy also contributes regularly to the school's website. In addition, she is a writer for PUMP, a sports and lifestyle magazine.

Judging from Christy's achievements, academically and sports, I do not think she would have any issues balancing the activities Christy takes on. I am convinced Christy will be an asset to any organization or institution and with this I thus give her my unreserved recommendation and absolute confidence. Please do not hesitate to contact me should you require further information.

Yours Sincerely,

Ms. Laura Chua
Lecturer, Deputy Course Chair | Diploma in Media and Communication
School of Communication, Arts and Social Sciences
Singapore Polytechnic
500 Dover Road
Singapore 139651
Tel: 6772-1125
Email: laura_chua@sp.edu.sg

31 Oct 2014

Christy Koh
Student
Diploma in Media & Communications Dept
Singapore Polytechnic

Dear Ms Koh,

Communication Plan for Invisalign Singapore

I would like to express my thanks to you for participating in the above project with your fellow course-mates.

You came very prepared, researched well on the segment, delivered a very creative pitch for Align to go after the Teen segment that we have never really done in the past. The thought process from concept to delivery is impressive, even better than some full time marketing personnel that I have worked with! The whole presentation is very engaging and my team and I enjoyed it a lot. It has since been a long time when I see such a well conceive communication plan.

You will be happy to know that I am putting actions into words, by committing the required budget to implement the proposal.

Once again, thank you for taking up this project. I hope you have benefitted from the project as much as we have. We appreciate the work done and we wish you well in all your future endeavours.

Best Regards,



Julie Tay
Vice President, Asia Pacific
Align Technology