

## Stephanie Yeap

HP: 8444 9321 | Email: [stephanie.caitlyn@gmail.com](mailto:stephanie.caitlyn@gmail.com)

### PROFILE

Culture Writer & Editor | History of Art specialist |

### ONLINE BIO

LinkedIn : [www.linkedin.com/in/stephanie-yeap-hl](http://www.linkedin.com/in/stephanie-yeap-hl)

Writing Portfolio (Academic & Editorial): <https://stephanieyeap.journoportfolio.com/>

### SKILLS

Qualitative Analysis	Visual Analysis	Primary research	Secondary research
Written communication	Spoken communication	Proofreading	Copy editing
Project management	Relationship building	Journalism	Content writing
Situation testing	Web publishing	Storytelling	Narration

### ATTRIBUTES

Independent	Proactive	Empathetic	Multi-perspective
Solution-oriented	Detail-oriented	Inquisitive	Hands-on

### EDUCATION

#### SOAS University of London, UK 2018-2019

- Awarded Distinction for MA History of Art
- Key Modules: Modern and Contemporary Chinese Art, Global Contemporary Art, Southeast Asian Art Histories, Curating Cultures, Chinese Porcelain and Trade, Modern and Contemporary Middle Eastern art
- Achieved Distinction for my dissertation: [Between Disruption, Witnessing, and Recording: Three case studies examining the use of the Archive in Contemporary Art from the Malay Archipelago](#)

#### University of York, UK 2015-2018

- Awarded BA (Hons) in English Literature and History of Art
  - Key Modules: Art Law, Museology and Curatorship, Creative Writing
- Dissertation: "Spaces of Urban Dissonance": Exploring Isolation in Postwar American Painting and Literature

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### EMPLOYMENT HISTORY

A. Editor	Plural Art Mag	Present
B. Self Employed	Freelance Content Writer	Present
C. LASALLE College of the Arts	Part-Time Lecturer (History of Art)	Aug - October '22
D. Ogilvy Singapore	Associate (Public Relations & Influence)	Nov '20 - May '21
E. STPI Creative Workshop & Gallery	Executive (Comms & Marketing)	May - Aug '20
F. Lifestyle Asia	Food & Culture Writer	Jan - April '20

### PERSONAL SUMMARY

A keen interest in writing and storytelling, as cultivated by my time in journalism and communications. Strengths lie in content writing, editing, journalism, independent research, and visual and qualitative analysis.

### EMPLOYMENT DETAILS

#### A. PLURAL ART MAG

A digital art publication dedicated to writing about art from Southeast Asia in an accessible and engaging manner

Position: **Editor**

Reported to: Founding Partners (direct)

- **Manage the publication of stories from start to finish.** This includes commissioning; editing for grammar, clarity, and syntax; fact-checking; proof-reading; and laying out stories and images on the website's content management system.
- **Pitch and write** features, exhibition reviews, and introductory essays to art history
- **Plan, write, and publish** social media posts for Facebook and Instagram

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- **Researcher & Writer for 'Living Legacies,'** a project commissioned by Singapore's National Heritage Board (NHB) that explores the intersection between Singapore's history, heritage and contemporary visual arts.
- **Panel Speaker for 'Museums X Youths'** at International Museum Day Symposium 2022, organised by NHB. My presentation 'Consuming Arts & Culture in the age of Social Media' focused on how heritage, museums, and culture are consumed through social media, and how perceptions of starting a career in the culture sector are reinforced or demystified by art world professionals and influencers.
- **Guest Speaker on art writing** for the LASALLE BA level 2 students (Fine Art) 'Professional Practice' module and the LASALLE MA in Asian Art Histories Programme

### B. FREELANCE WRITER

*As a freelance writer, I have pitched to arts and lifestyle publications and create content for brands such as MCCY Kaya and In Good Company.*

- **Pitched and wrote long-form features**, exhibition reviews, and short-form essays for publications such as Wine&Dine Singapore, Plural Art Mag, Art&Market, and B-Side.city
- **Produced and strategised written content** for freelances such as Ministry of Community, Culture, and Youth's (MCCY) platform Kaya and In Good Company's ice cream and dessert brands Creamier and Sunday Folks
- **Awarded [third place for KONNECT ASEAN X A&M 'Fresh Take' Writing Contest](#)**. This contest was held by specialist arts publication Art&Market and KONNECT ASEAN, an ASEAN Foundation arts and cultural programme funded by the Republic of Korea.

### C. LASALLE COLLEGE OF THE ARTS

*LASALLE College of the Arts offers 30 diploma, undergraduate and postgraduate programmes in fine arts, design communication, interior design, product design, film, animation, fashion, dance, music, theatre, arts management, arts pedagogy and practice, arts and cultural leadership, art therapy, Asian art histories and creative writing.*

Position: **Part-Time Lecturer**      Reported to: Programme Leader, BA(Hons) Fine Arts

- **Lead an art history elective** for 12-student, 10 week-long course for second year BA(Hons) Fine Art Students. Adapted my Masters' research on the use of archival materials in contemporary Southeast Asian art for the course.

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- This included creating weekly powerpoint slides with artist case studies and Southeast Asian history, creating thematic reading lists, coordinating field trips to museums and institutions, teaching how to write an art history essay, marking essays, and offering pastoral care.
- **Learning points:** I'm effective as an art history lecturer and found it fulfilling to fostering an appreciation of art history in students

### D. OGILVY SINGAPORE

*An international advertising, marketing, and public relations agency.*

Position: **Associate (PR & Influence)** Reported to: Director (direct), Account Managers (dotted)

I have worked with: National Gallery Singapore, National Museum of Singapore, Resorts World Sentosa, AIA Singapore, Toyota Motor Asia Pacific.

- **Liaised** between clients and media and project-managed media requests to drive coverage of clients' campaigns
- **Conducted and compiled monthly and daily media monitoring reports;** provided qualitative analysis
- **Produced written deliverables** such as press releases, communications plans and responses to media requests (broadcast and spokesperson interviews)
- **Produced personalised LinkedIn content** for AIA Singapore's C-Suite
- **Represented clients** and their messaging at key media events
- **Pitched stories to media** around ongoing exhibitions and events based on a deep understanding of each media outlet's priorities and interests
- **Created internal communications reports** for Toyota Motor Asia Pacific

**Learning points:** My preference is for in-depth work over shorter tasks.

### D. STPI CREATIVE WORKSHOP & GALLERY

*An internationally renowned space for conceptual developments in contemporary art practice in print and paper.*

Position: **Executive (Communications & Marketing)** Reported to: Manager (direct)

- **Proposed an annual Press and Media Plan**, focused on tailoring press releases to different media companies; engaging broadcast media; and researching partnership opportunities

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- **Liaised** between the gallery and members of local and international press
- **Researched** artists and wrote press releases
- **Drafted press statements** and Director's quotes for media queries
- **Supported digital marketing efforts** by building and disseminating Digital Activity Guides and monthly newsletter emailers
- **Built a sponsorship deck** and identified prospective corporate sponsors in banking, automobile, and real estate industries
- **Consolidated information** from multiple departments to ensure consistency across STPI's website and online marketing materials

**Learning points:** Mismatch of expectations. Management style and lack of training did not suit me.

### E. LIFESTYLE ASIA SINGAPORE

*A digital luxury publication under the purview of BurdaLuxury and German publishing powerhouse Hubert Burda Media.*

Position: **Food & Culture writer**

Reported to: Editor (direct)

- Pitched and wrote daily list articles, news pieces, interviews and reviews of restaurants and art exhibitions.

**Learning points:** I'm effective as a journalist and wanted to explore other areas. Left to accept job offer at STPI – Creative Workshop & Gallery.

### COMPUTER SKILLS

Mac OS (Pages, Keynote, Numbers), Microsoft Office, Google Spreadsheets, Mailchimp, Mailjet, Social media platforms (Facebook, Instagram), Social Media Management Platforms (Buffer, Later) Trello, Slack, WordPress.