

# Khee Hoon Chan

## Writer, Editor, Journalist, Content Strategist

[LinkedIn](#) | [Portfolio](#) | [Personal page](#)

### SUMMARY

Specializes in content marketing and content strategy for enterprise tech brands

Familiar with transforming tech speak and complex concepts into relevant, engaging content

Award-winning journalist with bylines in several publications, including Verge, Polygon, Bandcamp and Edge Magazine

#### I. EXPERIENCE (ADVERTISING)

##### **Freelance, Singapore — Freelance Writer/Editor**

AUGUST 2019 - PRESENT

Writes and conceptualises technical and editorial content and strategy for various agencies' B2B accounts and enterprise tech brands, across multiple verticals and regions

##### **Distillery, Singapore — Freelance Editor**

MARCH 2023 - NOVEMBER 2023

Edits a team of freelance writers while ensuring quality of content output, as well as producing long-form content such as case studies and blog articles

##### **Creative Drive, Singapore — Freelance Writer/Editor**

AUGUST 2019 - NOVEMBER 2020

Leads the content creation, content strategy and copywriting for the agency's B2B accounts, which include enterprise tech and telcoms, while also participating in the agency's pitches

##### **Fuji Xerox, Singapore — Marketing Executive, Content Marketing**

JULY 2018 - AUGUST 2019

Developed content marketing strategies for the brand's B2B target audience across APAC

#### ACHIEVEMENTS

The Knickerbocker Award for Best Games Journalism in 2019, as awarded by the New York Videogame Critics Circle

Featured in The Game Awards' [Future Class](#) list of 2021

Created a [presentation on Smart Data](#) for Commvault, which was used by the Area Vice President of Commvault in New Zealand and Australia, in a Business Leadership Seminar

Involved in the "It's All in the Numbers" campaign for Symantec's Endpoint Protection solution, a finalist for the Marketing Excellence Award

Featured several times on [Video Games Deep Cuts](#) and [Critical Distance](#), curation sites that feature critical writing on videogames

#### LANGUAGE

English (both written and spoken)

Mandarin (spoken)

#### EDUCATION

University at Buffalo,

Produced editorial calendars, while writing engaging and SEO-friendly content regularly

Edited, proofread and enhanced content and marketing collateral

### **gyro, Singapore — Copywriter**

OCTOBER 2016 - MARCH 2018

Researched, wrote and edited copy for B2B and B2C marketing communications such as articles, newsletters, videos, webinars, infographics, case studies and blog posts

Collaborated with design, digital, search and other teams to develop compelling content plans

Thought strategically and participated in creative discussions in a wide range of media

### **Ying Communications, Singapore — Senior Content Services Executive**

NOVEMBER 2011 - MAY 2015

OCTOBER 2015 - MAY 2016

Developed B2B digital marketing campaigns for clients from the technology industry, including social media strategy

Produced technical and editorial content for clients, including microsites, brochures, PowerPoint slides and eDMs, as well as ghost-writing blog articles

Proposed editorial calendars and planned content strategies

### **BlackBlue Media Group (BBMG), Singapore — Senior Copywriter**

JUNE 2015 - SEPTEMBER 2015

Created content for a variety of industries, including hospitality, consumer technology, sanitary fittings and FnB

Developed marketing and corporate communication collaterals such as websites, sponsored content in magazines, eDMs and brand guides

Brainstormed and developed campaign proposals, including social media content

## **II. EXPERIENCE (EDITORIAL)**

### **Various Publications, Remote — Freelance Writer**

SEPTEMBER 2016 - PRESENT

Pitch and contribute feature pieces on videogame culture to various sites, including:

- Rock Paper Shotgun

Singapore (SIM) — *Bachelor of Arts in Communication (Cum Laude)*

Singapore Polytechnic, Singapore — *Diploma in Media and Communication*

### **HOBBIES**

Gaming, making music, bouldering

- PC Gamer
- Polygon
- Kill Screen
- Edge Magazine

My stories can be found [here](#).

## **Various Publications, Remote — *Freelance Editor***

2018 - PRESENT

Review pitches and assign articles to writers, working with them to align these pieces to these publications' expectations:

- Unwinnable (Exploits ezine)
- Haywire Magazine
- Into the Spine
- First Person Scholar

## **TheGamer (US), Remote — *Features Editor***

DECEMBER 2021 - MAY 2022

Report and write regular daily features, including long-form investigative pieces

Conduct interviews with key personalities in the games industry

Edit and refine the copy of feature pieces written by staff and freelance writers

## **The Indie Game Website, Remote — *Editor***

MARCH 2021 - NOVEMBER 2021

Define and hone the editorial content strategy

Work with a pool of freelance writers to refine their copy to ensure the highest quality, while assigning work to them within an editorial budget

Write regular content for the site and manage the site's editorial schedule, while leveraging Google Analytics and other social analytics tools to identify trends and develop content plans

## **Unwinnable, United States (Remote) — *Contributor***

SEPTEMBER 2016 - JANUARY 2020

Write weekly articles on videogames and pop culture, with a column on overlooked indie games. My stories are at <http://www.unwinnable.com/author/khee-hoon-chan>