



EXPERIENCE

World Bank Group

July 2016- present

Washington D.C.

Communications Analyst

- Write feature stories for The World Bank's Social, Urban, Rural and Resilience (SURR) external website
- Conceptualize and produce infographics, design social media postcards, and draft social media messages for various high level communications campaigns in collaboration with UN-HABITAT, UNESCO, United Nations Foundation.
- Designed promotional packages for print and online for World Bank participation in international conferences: Habitat 3 & World Urban Forum 9
- Increased bi-weekly internal and external newsletter subscriber activity and click rate by 40% after re-designing the newsletters according to experimental research and metric based analysis
- Liaise and work closely with colleagues in country offices and different global practices / trust funds to ensure that our messages align with strategic communication goals
- Invited by NASA to cover the InSight Rocket launch to Mars on Social Media at the Vandenberg AFB and the Moon to Mars Partnership at NASA headquarters.
- Initiated effective professional relationships with NASA, World Wildlife Fund, Oceana, and Chemonics

Freelance

Dec 2013- present

Communications Advisor

- Advised, designed, and implemented digital and traditional communication campaign strategies for companies from Singapore, India, and England: D3P Global Pensions Consulting, Coinhako, Xfers, Pinbox Solutions

Gnovis Journal

Aug 2014 – June 2016

Washington D.C.

Managing Editor

- Managed the whole publication process: Call for Papers, Peer Review, Copy-editing, online and print publication
- Created editorial timelines and adhered to tight deadlines whilst managing a group of 20 to 30 peer-review editors, and authors from all over the country

The Incite Agency

Jan 2015 – May 2015

Washington D.C.

Strategic Communication Intern

- Handled Press registration for the U.S. Hispanic Chamber of Commerce Legislative Summit 2015
- Automated a Twitter data acquisition process by collaborating with a developer to create a PHP code that streamlined a three day manual acquisition process into three hours
- Created press lists, monitored media, and researched finance, education, defence & technology policies

Smithsonian Institution

Aug 2014 – Dec 2014

New Media and Editorial Assistant

- Authored blog post that went viral. With over 125,000 views, the post reached the Smithsonian's Top 10 most read posts of the year within 2 days
- Created compelling daily content and helped manage social media platforms reaching approx. 85k-94k fans
- Improved click-through rates by analyzing metrics reports using Twitter and Google Analytics
- Migrated site content from Typepad to Drupal

Reading Room

Jan 2014 – June 2014

Singapore

Copywriter / Editor

- Crafted web content and conducted media audits to improve site UX/UI
- Consulted government clients: Ministry of Culture, Community and Youth (MCCY), Singapore Sports Council (SSC), Housing Development Board (HDB) and Infocomm Development Authority (IDA)

kglobal

June 2013 – Aug 2013

Washington D.C.

Research Associate

- Aided in securing CoinLab's Alydian as a new client through research on competitors
- Created media audits and research packages for Fairholme Funds and CoinLab's Alydian
- Monitored media for the central bank of Lebanon, Association for Public Land Grant Universities and Fairholme Funds
- Updated and increased the grassroots contact list by 10% for the kglobal grassroots lobbying division



EDUCATION

Master of Arts in Communication, Culture & Technology

Georgetown University (Washington, D.C.)

August 2014- May 2016

Bachelor of Arts in Communication (Magna Cum Laude Honors)

Flagler College (St. Augustine, FL)

Public Relations Track, Minor in Creative Writing

August 2011- December 2013



LEADERSHIP

Georgetown University (Washington, DC)

gnovis Journal Fellowship

Managing Editor, 2015-16 | Assistant Managing Editor, 2014- 15

Flagler College (Saint Augustine, FL)

Public Relations Student Society of America

President, Fall '13 | Vice President, Spring '13 | Accountant, Fall '12

Dow Advantage –Student-Run PR firm

Managing Partner, 2013

Account Executive for the Habitat for Humanity portfolio, 2012-2013

Lambda Pi Eta (National Communication Association)

President, 2013



SKILLS



Languages

English
Mandarin Chinese
Hokkien



Technical

Adobe Suite apps
Cision
Drupal
Final Cut Pro
Lawnet
LexisNexis
Mailchimp
Microsoft Office Suite



Competencies

Social Media and Editorial

Content creation - short and long form
SEO Optimization
Maintain Editorial calendar
Creating and executing paid and organic Social Media campaigns
Social Media Metrics Reporting

Public Relations and Consulting

Daily Media Monitoring
Media Auditing
Press List Creation
Research (Academic, Legal)