

CHLOE L. YEOH

POET. WRITER. EDITOR.

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Nationality: Malaysian | **DOB:** 3 August 1991 | **Languages:** English (Fluent), Malay, Mandarin

Work Experience

2X MARKETING
Content Writer

JANUARY 2023 – PRESENT

Content Planning & Strategy

- Developed content strategy and messaging for regional (NAM, EMEA, APAC) paid search and paid social campaigns (Google SEM, LinkedIn)
- Proposed and carried out SEO on-page website and blog optimisation recommendations
- Developed 6sense keyword lists and content strategy for demand gen campaigns
- Planned and initiated content schedules for 1:1 and 1:Many ABM campaigns (with lead scoring)

Content Creation & Asset Development

- Created, atomised, and edited short-form and long-form B2B content including white papers, eBooks, guides, case studies, value briefs, infographics, solution checklists, interactive flipbooks, blog articles, industry-focused and informative webpages, SEO-optimised web content, emails, landing pages, webinar/event campaigns, ABM campaigns, Google (paid search) and LinkedIn (paid social) ads, and one-pagers for clients like [Terrasmart](#) (Gibraltar), [Exiger](#), and [Certinia](#)
- Proficient in AI usage for research (ChatGPT, Jasper, Perplexity, Claude) – authored a content guide on how to leverage Jasper to generate effective B2B marketing emails

Content Squad Leader

- Trained and mentored new writers, assigned and monitored client tasks, and provided QC to ensure compliance and high quality of work
- Managed remote employees in different time zones

Client Success Management

- Developed workflow processes and conducted client interviews to ensure the smooth setup of new client accounts – created onboarding decks to expedite training of run team writers
- Worked closely with the client(s) to conduct SME interviews (whenever necessary) and enhance client satisfaction
- Ensured strict adherence to the clients' editorial guidelines, key messaging, brand voice, tone, and style – in addition to maintaining 2X's high standard of performance
- Conducted content and governance meetings with stakeholders in the US on a frequent basis
- Worked closely with other functions such as Governance, Campaigns, MarOps, Design, UI/UX, Data, and Web Development to ensure smooth operations and produce content deliverables as per the content plan(s)

JAYA GROCER (TRENDCELL SDN. BHD.)

September 2020 – December 2022

Customer Engagement Marketing Executive

- Conceptualised and developed food packaging for in-house food products
- Handled social media content and ad buying strategies (Facebook, Instagram)
- Developed and wrote the company's brand story and company profile
- Successfully organised and implemented nationwide contests for Christmas and Hari Raya to raise minimum basket sizes and boost sales across all 41+ Jaya Grocer outlets
- Successfully organised and carried out weekly online giveaways (from the negotiation of the prizes to be sponsored by the suppliers to the development of social media content and the distribution of the prizes to the winners) in order to drive engagement and increase brand awareness and popularity on Jaya Grocer's social media platforms

- Joined the e-commerce operations team for the Christmas Turkey Pre-Order 2020 and the Chinese New Year Pre-Order 2021
- Built and maintained mutually beneficial relationships with internal staff and external stakeholders, such as collaborating with the creative team, JayaGrocer.com and JG GrabMart e-commerce team, customer service team, operations/logistics team, advertising and promotions team, purchasing team (buyers), creative agencies, and suppliers to develop successful engagement-driven marketing campaigns and online content
- Worked together with the Grab Marketing/Research teams to ensure a smooth merger between Jaya Grocer and Grab's marketing teams

OXFORD UNIVERSITY PRESS (OXFORD FAJAR SDN. BHD.) January 2017 – June 2020
 Editor – English Language Teaching

- Content and copyedited all Secondary and MUET-level English Language titles – key titles include *Ace Ahead MUET* (bestselling title – more than 500,000 copies), *Excel in English* series
- Content edited manuscripts for curriculum compliance, syllabus adherence, logical flow, sound pedagogy, factual accuracy, level specificity, language appropriacy, cultural sensitivities, etc. – proficient in the CEFR-aligned curriculum
- Copyedited and proofread text for grammar, punctuation, spelling, sentence structure, hierarchy in headings, consistency in rubrics, numbering and house style
- Edited and developed market-focused products that met the required standards of quality and timing – kept up with competitor products and activities
- Liaised with authors/recording studio staff to resolve queries or improve text/audio tracks as appropriate
- Prepared artwork briefs/specifications and design specimens – provided feedback for covers
- Project managed titles to ensure that they were published on schedule and within the budget
- Commissioned and guided freelancers
- Liaised with the Design and Production teams to ensure the smooth progress of titles according to agreed schedules
- Carried out editorial administrative functions to ensure operational efficiency, such as preparing publication details, ISBNs, payments to authors and freelancers, reprint recommendations, etc.
- Built and maintained mutually beneficial relationships with internal staff and external stakeholders, such as collaborating with Sales and Marketing, guiding and nurturing authors and new editors within the department
- Served as a judge for the Oxford Big Write and Oxford Big Read competitions

METHODIST COLLEGE, KUALA LUMPUR January – December 2013
 Part-time Lecturer, Stage 3 (WACE) English & ECE Diploma Program

- Taught English as a first language based on the AUSMAT/Western Australian Certification of Education
- Prepared the WACE students for the end-of-year summative assessment
- Designed a year-long class plan and set coursework to meet the WACE syllabus requirements
- Carried out the practical assessment for the English component of the ECE Diploma Program

Education

HELP UNIVERSITY, KUALA LUMPUR, MALAYSIA 2013 – 2016
Master of Business Administration

- MyBrain15 (MyMaster) Scholarship Recipient

UNIVERSITY OF EAST ANGLIA, NORWICH, NORFOLK, UK 2014 – 2015
Master of Arts in Creative Writing

- Bryan Heiser Memorial Bursary Recipient

UNIVERSITY OF WASHINGTON, SEATTLE, WASHINGTON, USA 2009 – 2012
Bachelor of Arts in English and Creative Writing

- Dean's List

- Study Abroad: Creative Writing Program in Rome, Italy (June – July 2011)

GARDEN INTERNATIONAL SCHOOL, KUALA LUMPUR 2002 – 2009

- Cambridge A Levels (2009) & Cambridge AS Levels (2008)
- Cambridge IGCSE O Levels (2006 – 2007)

Publications

Official B2B Writing Portfolio 2023 to Present
<https://www.clippings.me/chloeyeoeh>

SPOONFEED x New Writing 2020
 “[An Ode to Uncle Roger](#)”

UEA MA Creative Writing Anthologies 2015: Poetry 2015
 “Gravity”, “Daphne”, “Juniper”

- Member of the Editorial Team for Fiction, Scriptwriting, Poetry, and Non-Fiction Anthologies

Lighthouse (Issue 8), Gatehouse Press 2015
 “The Great Wave”

Mare Nostrum (Volume IX) 2013
 “Origins”, “At The Sistine Chapel”

[Various News Articles](#) in *The Star* Newspaper (Malaysia) 2012

Bricolage: Literary and Arts Journal (Issue 28) 2011
 “Hydromancy”

Professional References

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