IRVING OOI

Growth Hacker

Singapore

I'd like to think of myself as a digital marketer. I create and optimize content for digital commerce startups that want to rank on search engines and get more organic traffic.

WORK EXPERIENCE

ATTORNEY-GENERAL'S CHAMBERS

Legal Editor | Jan, 2015 – Jul, 2015

Vet legislative documents including state bills and subsidiary legislation to ensure coherent legislative style.

JOHN WILEY AND SONS

Senior Production Editor | Feb, 2010 – Jul, 2014

Manage the content management process of 15 academic journals to ensure onschedule publication.

MAYN INTERACTIVE

Copywriter | Apr, 2009 – Dec, 2009

Initiate new game content and promotions to generate in-game sales.

SCRIBE COMMUNICATIONS

Copywriter | Aug, 2006 - Dec, 2008

Founder of Scribecomm—provide a service for publishers to buy original content.

LIONBRIDGE

Proofreader | Jan, 2007 - Dec, 2007

Proofread copy in accordance with style guides to ensure consistency with client's house style.

MANDATE ADVERTISING

Copywriter | Jan, 2006 – Dec, 2006

Formulate approach on copy strategy for advertising campaigns.

QUEENSLAND UNIVERSITY OF TECHNOLOGY

Bachelor of Creative Industries - Creative Writing | 2003 – 2005

NGEE ANN POLYTECHNIC

Diploma in Mass Communications | 1998 – 2001

PROJECTS

AUDIONIST

Lead | Dec, 2015 - Current

Audionist is a long-form magazine-blog dedicated to reviewing headphones, earbuds and in-ear headphones for audiophiles and hobbyists.

CONTENT RANK

Lead | Oct, 2016 - Current

Content Rank markets SEO content for digital commerce startups.

MNML

Lead | Oct, 2015 - Current

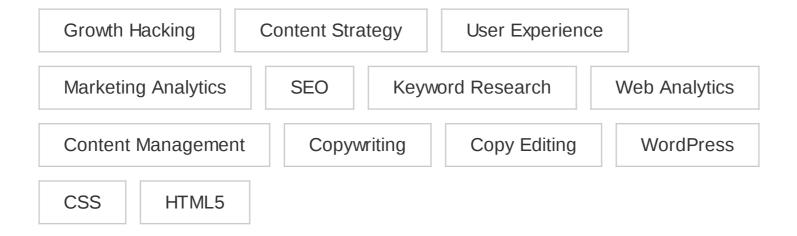
MNML builds products with customized content experiences.

TECH MURMUR

Lead | Mar, 2017 - Current

Tech Murmur is a tech magazine curating the latest news in tech, startups and social media.

SKILLS



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> STANDARD RESUME