



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 on-schedule 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.

EDUCATION

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

Growth Hacking

Content Strategy

User Experience

Marketing Analytics

SEO

Keyword Research

Web Analytics

Content Management

Copywriting

Copy Editing

WordPress

CSS

HTML5

CONTACT INFORMATION

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STANDARD
RESUME