

Kathleen Fernandez

I am a writer who enjoys turning thoughts into words by crafting accessible, entertaining, and educational content aimed at thrilling and enlightening. With 9 years of experience, I have developed the necessary skills and confidence to engage with diverse audiences across various industries and sectors.

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📍 Kuala Lumpur

Professional Experience

Senior Content Writer | Management Events

Apr 2022 - Present

- Strategised and executed content across B2B sectors (tech, cybersecurity, HR, supply chain), increasing qualified leads by 300%.
- Pioneered and implemented a new content and marketing channel in the form of a podcast series, including editing and producing interviews with senior tech executives like the CIO of Deutsche Bank.
- Conducted in-depth research and interviewed industry leaders to generate exclusive insights and produce authoritative industry reports consumed by C-suite executives across Europe.
- Developed and executed a robust content calendar, encompassing articles, eBooks, transcripts, and marketing materials.
- Collaborated closely with design and video teams to create visually compelling content and boost engagement.
- Managed the entire content lifecycle from concept to publication, ensuring timely delivery, adherence to brand guidelines, and optimisation for SEO.
- Received 'Winning Together' Award and 'Employee of the Month'.

Writer | The Online Citizen

Jul 2018 - Oct 2021

- Crafted in-depth news reports on Singapore and regional current affairs, driving audience engagement and shaping public discourse through compelling storytelling.

Soft Skills

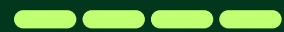
Communication



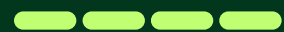
Adaptability



Creativity



Problem Solving



Team Management



Leadership



Professional Skills

- Copywriting
- UI/UX Writing
- Content Creation
- Content Management
- Content Writing
- Content Production
- Social Media Content Writing
- SEO Copywriting
- Scriptwriting
- Project Management
- Research and Analysis

Professional Experience

Writer | Freelance

Jan 2017 - Present

- Delivered high-impact SEO content across diverse industries (B2B tech, F&B, travel, property, personal finance, sustainability), securing placements on top-tier platforms like iProperty, Women Wandering Beyond, and Earth.org.
- Boosted organic traffic and lead generation for clients, including F&B retailers and personal finance firms.

Media & Comms Officer | Faculty of Medicine, UM

Nov 2017 – Jun 2018

- Developed and managed engaging digital content for the faculty website, blog, and newsletters from the Faculty's repository of research and experts to promote its academic and research achievements.
- Enhanced the Faculty's status by working with the University's PR team to publicise its extensive research and highlight its distinction as the university's oldest faculty.

Writer | TEG Media

Jan 2016 - Oct 2017

- Developed and executed content strategies, including sponsored editorials, for Expatgo.com and Eatdrink.my for target audiences and generated new revenue streams for TEG Media.
- Planned and implemented comprehensive social media strategies for Facebook and Instagram for both websites.

References

Julia Rybak | Team Manager, Management Events

Contact details upon request

- Team manager for 2 years at Management Events.

Languages

- Malay - Native
- English - Native

Education

BA (Hons) of Psychology

HELP University

2012 - 2016

Portfolio

- [Website](#)
- QR Code:



- Report samples available upon request