

# 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

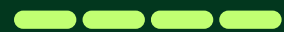
### Communication



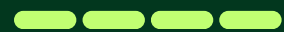
### Adaptability



### 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

- [Direct Link](#)
- QR Code:

