

KATHLEEN FERNANDEZ

CONTENT CREATION SPECIALIST

kathleenfz142@gmail.com

PROFILE

I enjoy crafting content that is accessible. I write to entertain and educate, to thrill and enlighten. I enjoy turning thoughts into words and I'm confident in my ability to reach readers in creative ways.

EDUCATION

BA (Hons) of Psychology, HELP University

PORTFOLIO

<https://authory.com/KathleenFernandez>

SKILLS

- Content Strategy
- Research & Analysis
- SEO

EXPERIENCE

SENIOR CONTENT WRITER, MANAGEMENT EVENTS

APRIL 2022 - PRESENT

- Received 'Winning Together' Award and Employee of the Month.
- Collaborated with team manager on content strategy and execution across B2B sectors (tech, cybersecurity, HR, supply chain), **generating over 300% increase in qualified leads**.
- Report directly to the CMO, driving content initiatives aligned with business goals.
- 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.
- Conduct in-depth research and interview industry leaders to generate exclusive insights and produce authoritative industry reports consumed by C-suite executives across Europe.
- Develop and execute a robust content calendar, encompassing articles, eBooks, transcripts, and marketing materials.
- Collaborated closely with design and video teams to create visually compelling content and **boosting engagement**.
- Manage the entire content lifecycle from concept to publication, ensuring timely delivery, adherence to brand guidelines, and optimization for SEO.

WRITER, THE ONLINE CITIZEN

JULY 2018 - OCTOBER 2021

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

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EXPERIENCE

MEDIA & COMMUNICATIONS OFFICER, FACULTY OF MEDICINE, UNIVERSITY MALAYA

NOV 2017 - JUNE 2018

- Developed and managed engaging digital content for the Faculty website, blog, and newsletters by harnessing 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 publicize its extensive research and highlight its distinction as the university's oldest faculty.

FREELANCE WRITER

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.

WRITER, TEG MEDIA

JAN 2016 - OCT 2017

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