

Resume of Mark Ko

Working Experiences

Employer: **GIC Pte Ltd**

Duration of employment: **1 April 2022 - Present**

Position: **Assistant Vice President, Events and Engagement, Technology Group (TG)**

Key responsibilities

- Manage TG's internal engagement platform, Yammer, to develop a more cohesive work culture.
- Produce an internal podcast as part of our plan to engage the wider GIC audience.
- Lead, plan and execute internal events for the TG, Data Strategy Group (DSG) and Investment Insights Group (IIG). These events include offsites, forums and townhalls.
- Work with senior leadership to develop agenda, content, speaking notes and presentations.
- Editor of an internal technology newsletter, simplifying complex technology projects and cyber security stories into succinct and easy-to-understand articles.
- Led the execution of enterprise-wide change management activities, including the development of self-help resources (step-by-step guide in text and video format) and project sites.

Achievements

- Increased the engagement on Yammer from 10% to 85% where 95% of content is currently self-initiated by TG colleagues.
- Produced more than 41 issues of newsletter to date since 2019.
- Developed and digitalised TG Progress Report to track readership data.
- Successfully managed the change for a high impact enterprise-wide project.

Employer: **NTUC Health Pte Ltd**

Duration of employment: **5 February – 22 June 2018**

Position: **Senior Executive, Corporate Communications & Branding**

Key responsibilities

- Managed the communications portfolio of home care services by providing publicity advice, facilitating media interviews, and designing publicity materials.
- Partnered with the human resource department on recruitment and to produce collaterals to support their recruitment drive.
- Managed the NTUC Health Facebook page, including the curation and creation of social media content (articles, image, video, and behind-the-scenes coverage).
- Wrote and published NTUC Health's internal newsletter to keep the NTUC Health community informed of the latest happenings.

Employer: **National Neuroscience Institute (NNI)**

Duration of employment: **30 November 2015 – 1 February 2018**

Position: **Senior Executive, Corporate Communications**

Key responsibilities

- Managed the marketing communications portfolio.
- Managed the institution's social media platforms, e.g., Facebook, Instagram and YouTube.
- Custodian of NNI's brand to ensure consistent and accurate use of brand across various media.
- Filmed and edited in-house videos for the institution's YouTube channel.

Achievements

- Grew NNI's Facebook page from 400 followers to more than 1,600.
- Enhanced the institutions searchability on Google and exceeded the SingHealth Group's set KPI of 400,000 page views per quarter.

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- Led and designed the brand refresh for NNI, which comprised the development of the institution's first branding guidelines and branding materials such as poster templates, glass door stickers, car decals, pull-up banners, etc.
- Developed the event microsite for NNI's first and biggest brain awareness carnival, Brain Awareness 2017.
- Awarded the NNI Service Quality Award (Silver) for excellent work and service attitude.

Employer: **National Cancer Centre Singapore (NCCS)**

Duration of employment: **1 May 2013 – 27 November 2015**

Position: **Executive, Postgraduate Education Unit, Division of Cancer Education**

Key responsibilities

- Developed guidelines for overseas fellows to ensure clarity of fellowship requirements.
- Processed all fellowship applications for the centre.
- Provided publicity and event support for the events arm of the team such as the development of event microsites and publicity materials.

Employer: **National Cancer Centre Singapore (NCCS)**

Duration of employment: **18 October 2010 – 30 April 2013**

Position: **Executive, Corporate Communications**

Key responsibilities

- Managed the institution's social media platform i.e., Facebook.
- Pitched and facilitated media interviews.
- Partnered with People's Association to market NCCS's brand through public events in the heartland and corporations.
- Designed posters and marketing collaterals for events and roadshows.
- Translated cancer education booklets – English to Mandarin, Mandarin to English – for the Cancer Education Department.
- Contributed articles for the corporate newsletter, Salubris.

Achievements

- Grew NCCS's Facebook page from 700 followers to more than 2,500.
- Awarded the NNI Service Quality Award (Gold) for excellent work and service attitude.

Side Projects

- Founder of techcoffeehouse.com, a technology news site. Grew the little-known page from an annual 8,000 page views to more than 150,000 page views.
- Founder of entree.sg, a website that features stories of entrepreneurs to inspire readers who aspire to embark on their own entrepreneurship journey.

Technical Skills

Front-End Web Development and Design (HTML and CSS), Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, Final Cut Pro, MS Office, SharePoint, Writing and Editing, Photography, Video Production, Proof-Reading, Search Engine Optimisation (SEO)

Education and Certifications

Murdoch University (2009 – 2011)

Bachelor's Degree in Mass Communications (Major in Public Relations, minor in Journalism)

Nanyang Polytechnic (2003 – 2006)

Diploma in Electronics, Computer and Communications Engineering

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CMC Partnership Global

Prosci Certified Change Practitioner (Issued in August 2021)

AXELOS Global Best Practice

ITIL Foundation Level (Issued in September 2019)

American Council on Exercise

Personal Trainer Certification (Issued in July 2018)

Volunteer Experience

Ministry of Defence, Singapore 8 November 2021 – Present Military Expert 4 (NS) in Strategic Communications	Advisory Singapore July 2021 – November 2021 Mentor
A Very Special Walk 2018 Freelance Photographer	

Languages

Spoken and written: English and Mandarin
Dialect: Hokkien

Hobbies

Running, high intensity interval training, photography, gaming, reading and coding.

Contact Details

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Referees

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