



Yvonne Chia

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Professional Experience

English Curriculum Writer and Teaching Specialist Grade Solution Learning Centre (Current)

- Managed guerrilla marketing campaign focusing on experiential marketing webinars, achieving SGD\$0.50 cost per lead and 0.20 conversion rate
- Led publication of model composition reference book (launched e-Book, physical book to be launched in 2023)
- Spearheaded overhaul of 2022-2023 Primary Four curriculum
- Taught Creative Writing and English Language at Primary and Secondary levels, with high retention and sign-up rate of +10 to +12 monthly
- (Ongoing) Designed user experience for proprietary AI-powered EdTech platform—conceptualised workflows for personalised student learning and machine-learning-based automatic marking

Freelance Content Marketer Netflix Singapore (Current)

- Collaborated with Netflix Singapore Editorial & Publishing team on social media marketing and brand love strategy
- Crafted content for Netflix Singapore Facebook and Instagram channels, with posts picked up for use by Netflix Malaysia

Special Education Officer Ministry of Education Special Education Branch (2020–2022)

Communications and Engagement

- Prepared media materials for press announcements, Ministry's responses to media and public queries, and regular social media posts for Ministry and ministers' Facebook accounts
- Launched and administered inaugural Facebook group for Special Education (SPED) educators, with 700+ members to date
- Produced series of six publicity videos launched on Special Education Branch's YouTube channel, totalling 10K views
- Developed Electronic Direct Mail marketing material for SPED Learning Festival 2021, achieving a record 3800 event participants
- Authored quarterly long-form articles on Schoolbag.sg, with highest page likes of more than 1000
- Published monthly series of nine newsletters to support SPED schools' transition to Home-Based Learning, reaching 1600 SPED teachers
- Spearheaded engagement with schools, parents, Social Service Agencies and other ministries to strengthen partnerships with public and stakeholders

Education

Postgraduate Diploma in Education: Secondary and Junior College
National Institute of Education
2014

Master of Arts: Contemporary Literature and Culture
University of Manchester
2012–2013

Bachelor of Arts: English/Philosophy
University of York
2009–2012

Skills

- Writing
- Marketing and Communications
- Curriculum and Pedagogy
- Project Management
- Event Planning

Curriculum and Pedagogy

- Conducted Syllabus Reviews for Physical Education and Communication and Language; developed and launched inaugural Visual Arts Syllabus
- Pioneered SPED e-Pedagogy framework through Communities of Practice sessions with over 40 industry experts
- Filmed and produced three e-Learning units for induction of new teachers in all SPED schools, to increase their professional capacity in Visual Arts, Digital Literacy and Assistive Technology
- Guided all 20 SPED schools on implementation of nationwide Personalised Digital Learning Programme to support development of digital literacies

Event Planning

- Organised both in-person and livestreamed virtual events with more than 2000 participants
- Staffed Ministry events including Political Office Holders' visits and Committee of Supply Debate 2021

English Language and English Literature Teacher

Nan Chiau High School, Changkat Changi Secondary School (2015–2019)

- Nominated for national Inspiring Teacher of English Award 2019
- Received Ministry of Education Outstanding Contribution Award 2018 for English Literature
- Level coordinator for Secondary 3 and 4 English Literature

Personal Interests/Achievements

Computer Science and Programming

CS50x: Harvard University's Introduction to Computer Science and Programming

- Languages included C, Python, SQL, HTML, CSS and JavaScript

(Ongoing) CS50AI: Harvard University's Introduction to Artificial Intelligence with Python

- Topics of particular interest include Artificial Neural Networks and Natural Language Processing

Product Management and UI/UX Design

Shopee Product & Design Challenge 2021

- Project submission included problem definition, user research, product specification, business case, design mock-ups, and interactive Figma prototype

Sport Climbing

Singapore National Climbing Standards (SNCS) Sport Climbing Level 2

Music

ABRSM Practical Piano Grade 8

ABRSM Music Theory Grade