



# Yvonne Chia

Email: [mailyvonnechia@gmail.com](mailto:mailyvonnechia@gmail.com)

Phone: +65 82509485

Portfolio: [yvonne-chia.github.io](https://yvonne-chia.github.io)

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## Professional Experience

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### 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) Developing proprietary AI-powered EdTech platform 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

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## Education

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### 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

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## Skills

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- 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

## **Professional Experience (continued)**

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### **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**

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### **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

