



Yvonne Chia

Email: mailyvonnechia@gmail.com

Phone: +65 82509485

Portfolio: yvonne-chia.github.io

Professional Experience

Senior Content Writer

Prudential plc PRUExpert Labs (Current)

- Member of pilot Learning and Development CoE, collaborating with cross-functional teams across Instructional Design, Video, Visual Design, etc.
- Built and launched new learning curriculum for Prudential agents and leaders to be implemented and localised across 9 markets in Asia and Africa
- Designed multi-modal learning content, using blended learning model and experiential learning pedagogy to drive desired behaviours and performance outcomes of Prudential's agency force
- Crafted communication packages for international Prudential events including long- and short-form communication materials for Chief Executives

English Curriculum Writer and Teaching Specialist

Grade Solution Learning Centre (2022)

- Managed guerrilla marketing campaign focusing on experiential marketing webinars, achieving SGD\$0.50 cost per lead and 0.20 conversion rate
- Led publication of composition reference book
- Spearheaded overhaul of 2022-2023 Primary Four curriculum
- 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 (2022)

- 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
- 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

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

- 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

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

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

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

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