

KEVIN HO

CONTENT STRATEGIST • KUALA LUMPUR, MALAYSIA • +6016-4046343

◦ DETAILS ◦

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◦ LINKS ◦

[LinkedIn profile](#)

[Articles by yours truly](#)

◦ SKILLS ◦

Digital Marketing

Content Creation

Content Research & Development

Google Analytics

Social Media Management

SEO Copywriting

Copy Editing

Web Content Writing

Workflow Management

Content Management and
Ideation

SEM and SEO

Digital Campaign Management

Media relations

◦ LANGUAGES ◦

English

Malay

Mandarin



PROFILE

Passionate about content creation and marketing. Over 15 years of content strategy, management and editorial experience in financial technology, news and professional services.



EMPLOYMENT HISTORY

Lead, Content Strategy at Tranglo , Kuala Lumpur

April 2019 — Present

- Leads internal and external branding and communications
- Establishes and maintains the company's style guide
- Drives traffic with SEO-optimised blog entries and general content
- Maintains the editorial calendar
- Assesses the performance of digital marketing campaigns
- Optimises budget for lead generation and brand awareness
- Manages writers, designers, and freelancers to create ad copies, press releases, corporate information, and media briefs

Achievements

- 3x as many leads generated, 1.5x quality leads
- 2x higher CTR/news uptake via wire distribution and media relations
- 100 keywords on page 1 of Google search (500% growth)
- Met all 2023 targets with 3/4 of the marketing budget and ahead of schedule (Q3)

Senior Sub Editor at The New Straits Times Press, Kuala Lumpur

April 2014 — March 2019

- Edited journalists' reports to ensure error-free copies
- Crafted headlines and designed pages
- Managed and improved final-print editions to maximise audience engagement

Achievements

- Maintained an above-average CTR of 3% for online reports and pullouts
- 100% reports turnaround time - not exceeding 6 hours for print and 1 hour online

Legal Editor at Wolters Kluwer Enterprise Services Partner, Cyberjaya

May 2009 — March 2014

- Liaised with writers to coordinate content production
- Tracked and analysed legislation to assess suitability for publication
- Led the production of top-priority publications
- Coordinated global workflow improvement projects

Achievements

- Achieved 30% lowered overheads via business optimisation strategies



EDUCATION

Bachelor of Arts (English Language and Literature Studies), Universiti Sains Malaysia, Penang

June 2004 — May 2008



COURSES

Post Graduate Program in Digital Marketing, Purdue University

March 2021 — September 2024