

Professional Profile

I have a diploma in Mass Communications from Ngee Ann Polytechnic and a Bachelor in Mass Communications (Double Major in Journalism and Public Relations) from Murdoch University.

While transitioning from national service to my undergraduate studies, I worked briefly at Mentis Marketing (a search engine optimization company) before working at Redworks (Ogilvy).

During my undergraduate studies, I also worked as a freelancer. My deep and varied skill set allowed me to perform a variety of tasks to great effect.

As a freelancer, I did everything from pitching for new business, to copy writing to web development.

My skill set is so vast and sophisticated, that if it's related to the media, chances are I know how to do it.

My abilities as a media person are so invaluable, that even when I underwent my full-time National Service duties, I was unable to escape my calling as a media person. My National Service commitments saw me working as a web designer for MINDEF Public Affairs.

My primary strengths are in writing and creative production. I am looking for a long-term position that allows me to produce creative works.

- Bachelor in Mass Communications (Murdoch University)- 2010
 - Diploma in Mass Communications (Ngee Ann Polytechnic) - 2005
 - 7 Distinctions or High Distinctions for writing, journalism or public relations subjects (3 - Ngee Ann Polytechnic, 4 – Murdoch University)
Certificate of Achievement – 2007
 - Advanced Macromedia Dreamweaver 8 (BitS Pte Ltd)
Certificate of Attendance – 2006
 - Bloggers in Big Shoes
Creator/Owner/Event Organizer/ Participant - 2010
 - Certificate of Excellence - Advanced Advertising (M1/ Ngee Ann Polytechnic) - 2005
 - Day's Communique
 - Japanese Language Proficiency Test – Level 4 (The Japan Foundation/ Japan Education Exchanges and Services)
Certification
 - Flash 8 ActionScript for Designers (ACE Training Pte Ltd)
Certificate of Achievement – 2007
 - Adobe Photoshop CS2 (ACE Training Pte Ltd)
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Professional Experience

MINDEF Public Affairs, Singapore
2007 (Duration: 1 year 10 months)

Web Designer (Fulltime National Serviceman)

Responsibilities:

- Maintenance of MINDEF's corporate website
- Maintenance of Army, Navy and the Air Force's corporate websites
- Management and maintenance of MINDEF's overall online presence
- Primary liaison with DDB for the Air Force's Recruitment website
- Crisis Management media tracking

Mentis Marketing LLP, Singapore
2008 (Duration: 2 months)

Project Assistant

Achievements:

- Created viral video with more views than the previous top 3 videos combined
- Most sought-after copywriter amongst clients

Responsibilities:

- Copywriting
- Feature article management and outsourcing
- Social-networking based search engine optimization
- In-house creative consultant

Redworks (Ogilvy & Mather), Singapore
2008-2009 (Duration: 4 months)

Content Engineer

Responsibilities:

- Production of the Economic Development Board of Singapore's (EDB) English website
- Production of EDB's Japanese website
- Oversaw Japanese translation and production for Conrad Hotel's electronic direct mail (EDM)
- Copywriting for Nestlé/Gerber's IDM products (website/EDM)
- EDM production for various clients (Nokia, Coca Cola, DHL, IBM)

Freelance (Johnny Can See, Performance Coating International, President's Star Challenge, Delcie's Dessert), Singapore

2008 - ongoing

Copy writer, public relations executive, account servicing, project management , web developer

Responsibilities:

- Pitching for accounts and winning new business
- Performing copy writing (Johnny Can See, President's Star Challenge)
- Web development (Johnny Can See, Performance Coating International)
- Account Servicing (Johnny Can See)
- Project management (Johnny Can See, Delcie's Dessert, Performance Coating International)
- Writing press releases (Delcie's Desserts)

Bloggers in Big Shoes (Pro-Bono), Singapore

2010 (Ongoing)

Creator/Project Manager/Public Relations Executive

Achievements:

- Raised \$10,000 in cash and goods-in-kind for beneficiary
- Procured a public relations value of over \$70,000
- Achieved traditional and new media coverage (Today Newspaper, myPaper, blogs)
- Stimulated online engagement for all partners

Responsibilities:

- Event conceptualization
- Event management
- Stakeholder management
- Creative conceptualization and production (press releases)
- Design and production of online and offline collaterals (banner design, videos, jersey design)
- Pitching ideas to sponsors and partners
- Securing sponsorship and participants

Education

Murdoch University, Perth Australia

Bachelor in Mass Communications (Double Major in Journalism and Public Relations)

2010

Ngee Ann Polytechnic, Singapore

Diploma in Mass Communications

2005

Dedrick Koh

Portfolio

My portfolio of work is available upon request.

Contact

Phone: 98411123

E-mail: dedrick@dedrickkoh.com
