



# Candice Neo

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## Profile

Content Marketing Editor and Travel Editor trained in optimising content for online audience, SEO and social media. Passionate in uncovering untold stories in hidden corners of the world.

## Education

### BACHELOR OF COMMUNICATION STUDIES (2ND UPPER CLASS HONOURS)

Specialisation: Journalism  
Minor in English Literature

Graduated in 2013 from Wee Kim Wee School of Communication and Information in Nanyang Technological University, Singapore

## Work Experience

### ACADEMY T

Content Marketing Editor | 2021 to present

*Doing content marketing for our agency clients as well as Academy T, focusing on strategising, editing and writing blog posts optimised for SEO and social media.*

*Scriptwriting and editing for Academy T's content marketing courses.*

### TRIPCANVAS

Editor | 2016 to present

*Strategising, editing and writing travel content, as well as managing the Malaysia and Indonesia (English) editorial teams. Led the team to grow the online magazine's page views to 1 billion.*

### MINISTRY OF SOCIAL AND FAMILY DEVELOPMENT

Local Planning Officer | Singapore | 2014-2015

*Built relationships and established regular communication with community partners such as non-profit organisations, understanding needs of low income residents through research and analysis and coming up with solutions to plug potential service gaps.*

### MEDIACORP

Producer and writer | Singapore | 2013-2014

*Wrote entertainment content for MediaCorp's entertainment news portal, xinmsn (now defunct).*

## Internship

### THE STRAITS TIMES

Intern Journalist | Singapore | 2012 (6 months)

*Wrote feature articles for The Straits Times and assisted with reporting and research for the newspaper.*

### THE NEPALI TIMES

Intern Journalist | Nepal | 2012 (1 month)

*Wrote feature pieces as a correspondent in Pokhara, Nepal*

## Skills

- Content writing (online), optimising for SEO and social media
- Editing and proofreading
- Journalism
- Scriptwriting
- Copywriting
- Translation (Chinese to English)
- Basic video editing

## Awards

### ASIAN TELEVISION AWARD AND BEST BROADCAST FINAL YEAR PROJECT, 2013

Produced an interactive online documentary on plight of low income families in Singapore

### FINALIST FOR DENNIS BLOODWORTH JOURNALISM PRIZE BY BLOOMBERG, 2010