



HILARY ISAAC HOE

Friday, 25 November 2022

Dear hiring manager,

I spent the last decade building up and running a communications agency. Having garnered a wealth of experience servicing clients from a wide range of industries, I feel the desire to explore fresh challenges in my career.

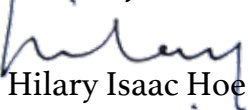
Mandai Wildlife Group's job post for a Manager in Corporate Communications caught my attention because it's a role in which my experience and skillset will be put to good use, and also challenge me to continue growing as a professional.

As the main account manager for the company, my daily duties include not only planning and developing marketing and communications strategies for clients, but also mentoring my young executives, and taking the lead in the delivery of communications materials like websites, emails, newsletters, brochures, videos, and social media. For my clients, I also played the role of brand custodian, protecting and enhancing their identity.

With over 16 years of relevant experience, helping clients implement successful communications initiatives, I am confident that I have much to offer Mandai and to help it achieve its goals.

Thank you for taking the time to consider my application. If you agree that I am worth a second look, please contact me for an interview, so we can learn more about each other. I look forward to hearing from you and potentially meeting you in person.

Sincerely,



Hilary Isaac Hoe





HILARY ISAAC HOE

COMMUNICATIONS PROFESSIONAL

Highly motivated specialist and entrepreneur with almost 20 years of experience in communications, business and project management, and marketing. Areas of expertise include design, editorial (copywriting, web and print content development), print production, project management, and business management, having built his business from the ground up over the past decade.

- [linkedin.com/in/hilaryhoe](https://www.linkedin.com/in/hilaryhoe)
- hilaryhoe@outlook.com
- +65 9457 2558

EDUCATION

Bachelor of Arts

COMMUNICATIONS & MEDIA MANAGEMENT

University of South Australia
Jan 2006 – Nov 2007
+ Graduated on Dean's Merit List

Diploma

MASS COMMUNICATION

Ngee Ann Polytechnic
Jul 2000 – Jun 2003
+ Graduated in Top 10% of cohort
+ SAFRA Radio Award

GCE 'O' Levels

St Gabriel's Secondary School
Jan 1995 – Dec 1999

CORE SKILLS

- Effective project manager
- Positive team builder and leader
- Excellent written and oral communication (English)
- All-rounded creativity and resourcefulness
- Good understanding of digital media marketing landscape
- Always young enough to learn

TECHNICAL SKILLS



EXPECTED SALARY

S\$12,000 negotiable

WORK EXPERIENCE

Founder / Director

EXTENT COMMUNICATIONS *Dec 2010 – Present*

- **Business development:** Built a successful media and communications agency in a competitive environment from the ground up. Lead the organisation in planning, implementing, and sustaining business plans and strategies, while keeping abreast of industry trends and exploring new business opportunities
- **Project management:** Work with the constant and evolving challenges of running a small, home-grown enterprise, including hiring and managing human resources on a budget, as well as delivering quality work to clients from a wide range of industries and requirements
- **Marketing communications:** Spearhead marketing initiatives for clients from various industries, conceptualising and executing strategic and innovative integrated marketing campaigns
- **Corporate communications:** Hands-on experience with clients in managing areas of media and public relations, as well as internal communications, including organising media briefs, providing media training, writing, editing and distributing media releases and pitches, spearheading communications materials such as websites, emails, newsletters, brochures, videos, and social media.
- **Editorial:** Manage editorial projects involving writing and editing copy for corporate and marketing collaterals, websites, and social media/digital platforms
- **Digital marketing:** Develop comprehensive digital marketing strategies and manage social media calendars with the target of increasing audience engagement and revenue for clients' digital campaigns
- **Team management:** Identifying, hiring, mentoring, and motivating staff to work for a team.
- **Networking:** Built a comprehensive collaborative network of top professionals across industries and maintain rapport in order to deliver quality products and services to clients

Content and Marketing Senior Executive (Team Lead), Starhub TV

STARHUB LTD *Jan 2008 – Dec 2010*

- Implement multi- and cross-platform content marketing and presentation strategies (including brand identity, scheduling and user interface). Platforms include cable TV, VOD, eTV, online, mobile and website
- Implement content augmentation strategy to enhance content awareness and engagement across multiple platforms
- Maintain and enhance relationships with channel partners and develop ideas jointly to ensure successful marketing of their brand and programmes through available subscriber touch points
- Worked with creative team of producers, designers, and writers to produce creative marketing spots
- Implement brand strategies for in-house packaged sports channels such as SuperSports, SuperSports Arena, Football Channel
- Develop and implement content augmentation strategy to enhance content awareness and engagement across multiple platforms



HILARY ISAAC HOE

COMMUNICATIONS PROFESSIONAL

- [linkedin.com/in/hilaryhoe](https://www.linkedin.com/in/hilaryhoe)
- hilaryhoe@outlook.com
- +65 9457 2558

OTHER ACTIVITIES

RADIO PRESENTER, RADIO HEATWAVE

(Ngee Ann Polytechnic's campus radio station) 2002-2003

- Co-hosted a weekly two-hour programme, the "Heatwave Top 20"
- Wrote and worked with full scripts and selected songs
- Produced regular trailers and jingles for the station

EDITORIAL TEAM, NGEE ANN TRIBUNE

(Ngee Ann Polytechnic's campus Newspaper) 2002-2003

- Responsible for promoting the newspaper to its target audience
- Planned and executed various events and promotions to reach out to target audience

PANEL-MEMBER, YOUTH ADVISORY PANEL

Church of Christ the King 2005 – 2008

- Responsible for charting and directing the long-term stability of the 500-strong youth movement in the parish
- Conducted leadership training programmes and camps for young leaders aged 14-19

PRESIDENT, YOUTH COUNCIL

Church of Christ the King 2001-2003

- Successfully took charge of a movement of over 400 youths
- Coordinated the running of the youth movement in the parish
- Oversaw all youth activities in the parish
- Chaired monthly meetings
- Worked with people that spanned 14 to over 60 years old

WORK EXPERIENCE

Content Editor, Starhub TV

STARHUB LTD *Nov 2006 – Dec 2007*

- Lead and manage editorial process of *Telescope*, Starhub's in-house magazine for subscribers, collaborating with writers and channel partners to ensure content quality, and working with external publishing house from design to final delivery of each issue
- Write and edit accurate and clear programme synopses, as well as marketing content for consumer website to drive consumers demand for content
- Develop editorial style-guide in order to achieve consistency among a team of writers
- Lead and manage a team of writers to create a positive and productive workflow, resulting in the delivery of high quality content for consumers

Designer

NOAH'S ARK CREATIONS PTE LTD *Mar 2006 - Jun 2006*

- Responsible for designing media-related products for sale
- Work under tight deadlines to produce retail-standard products

Producer-Presenter

MEDIACORP RADIO *Aug 2002 - Nov 2002*

- Produce hour-long radio programmes for 99.5FM, featuring local arts topics
- Produce mini radio capsules for 93.8FM, featuring Asian Games
- Worked under tight schedules and the strictest standards
- Research, fact-check, write and voice scripts for radio capsules
- Interview, edit and package personalities

Intern, NewsRadio 93.8FM

MEDIACORP RADIO *May 2002 - Jul 2002*

- Voiced radio packages that were broadcast nationwide
- Produced radio news-features frequently within tight deadlines
- Reported 'live' on-site on several occasions
- Served as a business and sports broadcast journalist

SOME CLIENTS I HAVE WORKED WITH

