

ABOUT ME



SINGAPORE | ON A GAP YEAR

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Hi! I'm always seeking to connect communities through effective storytelling in all forms, and ultimately hopes to effect actionable change.

TRAITS, SKILLSETS & PROFICIENCIES

VERSATILE

CURIOUS

CAN BE A TEAMPLAYER, LEAD OR WORK INDEPENDENTLY

TAKES INITIATIVE

EYE FOR DETAIL

QUICK LEARNER

#SEEK DISCOMFORT

GROWTH MINDSET

FLUENT IN ENGLISH AND CHINESE

COLLABORATION



PROBLEM SOLVING



PROJECT MANAGEMENT



TIME MANAGEMENT



- > ADOBE PREMIERE PRO | FINAL CUT PRO
- > ADOBE ILLUSTRATOR | CANVA | FIGMA
- > SOCIAL MEDIA (INSTAGRAM, TIKTOK)
- > WORDPRESS | WIX

Kymberly

Goh

An aspiring creative and collaborative digital communicator.

EXPERIENCE

ENGAGEMENT & PLANNING

CONVERSATIONS ON WOMEN'S DEVELOPMENT, 2021 | MCCY

- Organised and coordinated with MSF and NYC to execute 9 engagements with ~500 professionals (8 sessions) and ~200 citizens (closing session).
- Assisted with data sensing and designed bi-monthly infographic summaries for REACH's website which garnered >20,000 views to date.

REFUGEE AWARENESS WEEK, EVENT SUPPORT, 2021 | AFR-SG

- Volunteered to plan and support two interactive webinars on refugee issues under AFR-SG's annual campaign. ~40 people attended each session.

PUBLIC RELATIONS & PARTNERSHIPS

DIGITAL MENTAL WELLBEING SERIES, MAR'21 - OCT'21 | MCCY

- Collaborated and planned 6 content articles and videos & 3 livestreams with The Smart Local (TSL) on youth mental well-being published on TSL's website and socials. Highest engagement topics on peer support and bullying garnered ~500k reach and amassed ~92k engagement (likes, quality comments, shares, saves, replies etc;)

YOUTH ACTION CHALLENGE (YAC) SEASON 3, 2021 | MCCY

- Successfully convinced 2 agencies to work with 2 YAC groups ('May I have a Seat' Campaign + Pilot dried & fresh fruits program for migrant workers)
- Coordinated and collaborated with 10 agencies to develop challenge statements under 4 main themes & received > 600 signups registrants for YAC S3.

THE NEIGHBOURHOOD SPIDEYS, 2020 | COVID-19 PROJECT

- Led outreach & partnerships team to distribute 3D print mask adapter straps to frontliners reaching > 50 organisations and 20,000 citizens. Secured funding and liaised day-to-day operations.

CONTENT CREATION

@SGYOUTHVOICESBIOD, ONGOING | SYVB CORE MEMBER

- Started SYVB's Instagram in Feb'21. Currently working on a social media campaign #MoreThanGreen & #BiodBites. Accumulated positive response so far: gained 40 new followers and 1600% increase in engagement in one week.

@OPENJIO, ONGOING | OJ, VOLUNTEER

- Design posts ad-hoc, share events & happenings on OJ's Instagram account and manage the page on a roster basis.

@UN_OCHA, 2020 - 2021 | STRAT COMMS UN VOLUNTEER

- Volunteered to curate pictures, design posts and IG stories. Helped to edit WHD 2021 Video and analysed media engagement for ECOSOC 2018-2020.

@DEARALYNE, JUL'20 - AUG'20 | PART-TIME VIDEO INTERN

- Edited the "The World's Biggest Flower" video which got 2 Million views over 3 days & Gave a class on video shooting and editing basics to 23 students.
- Helped to resize existing video content for publishing on TikTok & Insta

EDUCATION

SINGAPORE POLYTECHNIC | 2017 - 2020

DIPLOMA IN MEDIA AND COMMUNICATIONS | GPA: 3.438

NAN HUA HIGH SCHOOL | 2013 - 2016

OLEVELS | L1R4: 13 , L1R5: 17