

# Jun Yeo

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## Content Strategist

Performance-driven Content Strategist with proven track record of leading teams to deliver high quality content. 7+ years of experience with expertise in managing teams, cross-functional operations and planning. **Skills include:**

Creative leadership from concept to final delivery  
Managing internal, external and global stakeholders  
Flexible in undertaking necessary and assigned tasks  
Increasing team's operational efficiency  
Proactive, reliable, calm and good-humoured

Crafting engaging content for APAC digital market  
Experienced in live-action/animation production  
Conducting market and competitive research  
Passion for creating high-quality and engaging content  
Microsoft Word, Excel, Mac OS, Adobe Pr, Ae

## Work Experience

### Dornier Medtech - Content Strategist

Aug 2020 - Present

- Led content strategy for B2C channel Worst Pain Ever, communicated clearly with creative team to ensure content was on point and delivered on time.
- Optimized engagement by catering content to demands of target audience (35-54yo, US-based).
- Applied understanding of content market and what makes engaging content. Posts consistently achieved 7.9% organic reach (average organic post reach on Facebook is 5.2%).
- Refined content strategy based on performance data to consistently create high performing posts.
- Scouted and trained enthusiastic members to be moderators and maintained good relationships with them.
- Led successful campaign for page feature on BuzzFeed (over 130 million monthly users).
- Scaled community members from 100 to over 104,502 in 11 months.
- Wrote copy, drew comics, made memes and edited videos.

### Michelle Chong Productions - Writer, Producer, Director

May 2019 - Jul 2020

- Oversaw successful campaigns from concept to final delivery, ideated concepts that engaged APAC market, videos achieved 240k to over 1 million organic views
  - *Resorts World Sentosa (RWS), How well do tourists know Singapore*: Ideated appealing concept of brash Ah Lian interviewing tourists, video garnered over 1 million organic views.
  - *ACUVUE, Office Crush*: Wrote, directed and produced popular genre of comedic office romance, weaved in extensive client messaging into a short and entertaining video, achieved over 240k organic views.
- Creative leadership and strategic execution of engaging and quality content
  - *NETS Partners Appreciation Night 2019*: Co-edited with editor and delegated clear roles to all available crew. Distinguished video with high-tempo music and incorporated USP of light-hearted interview.
- Assisting Creative Executives by tracking and evaluating all incoming material, developed and assessed projects for long-term viability
  - *Premium Lian Covid Circuit Breaker Talkshow*: Expanded concept of standalone inspirational short film into a series which has since been renewed twice due to strong ratings. Each episode garnered an average of over 400k organic views and received praise from local and international celebrities such as Ronny Chieng.
- Experience working with international vendors and reviewing/maintaining their accounts, as well as reviewing and executing licensing contracts
  - *Unilever*: Collaborated with regional marketing team, consistent communication translated to new leads, reviewed and executed loading period of branded content videos.

### Freelance Illustrator

Jan 2010 - May 2019

- The Woke Salaryman (Singapore) - Illustrated 3 comics for finance page TWS - turned difficult concepts like 'sunk cost fallacy' into easily understood and engaging illustrations.
- Crazy Maple Studios (San Francisco) - a division of ChineseAll, China's second largest digital publishing company - Drew comics to promote narrative-branching mobile game Chapters: Interactive Stories.
- EnMaze Pictures (Los Angeles) - Chinese film production company based in New York - Storyboarded climax for live-action short film *Tree Hole Owl*.

## Education

### Academy of Art University, San Francisco, CA

Aug 2013 - May 2017

- Bachelor of Fine Arts Degree, Illustration, Graduated May 2017
- AAU Best Student Work Exhibitor 2014, 2015, 2017

### Animation Collaborative Workshop, Emeryville, CA

Jan 2017 - Jun 2017

- Advanced Visual Storytelling with Academy Award-winning Pixar Director Mark Andrews (*Brave*, *Ratatouille*)
- Intro to Visual Storytelling with Pixar Story Artist Sam Hood (*Coco*, *Inside Out*)

### Raffles Institution & Raffles Institution (JC)

Jan 2004 - Dec 2009

- 2009 Cambridge A Level Examinations: A for H2 Physics, Math and History
- U-19 National Rugby Champion, 2009