

Mr Wong Guo Qiang Darren

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Date of Birth: 9 Aug 1985
Nationality: Singaporean

ASSOCIATE CONTENT PRODUCER

at Xpointo Media from Sep 2015 to Sep 2018

Role

Develop marketing strategies through consumer insights, behaviours and understanding the brand's pain-points. Create content for client's digital marketing campaigns and social media channels. Skills include copywriting, long form articles, eDMs, social media, digital ads (SEM, GDN, click-to-web, etc.), and content architecture (for websites).

Additional Scope of Work

Create storyboards, source for talents, scout locations, liaise with partners, create and edit visuals, and art directing video content for client's campaigns, social media, and web content.

Brands

Breitling, Canon, Chanel, Thermos, The Macallan, Western Digital, Versace, etc.
Portfolio: www.darrenwongwritings.com

MARKETING EXECUTIVE

at Hind Group Singapore from Nov 2014 to Aug 2015

Role

Scope of work includes PR, copywriting, developing marketing strategies, managing sponsorships and collaborations, and creating social media content for Naumi Hotels.

COPYWRITER

at Creaxis Design from Aug 2013 to Aug 2014

Role

Provide creative solutions for clients through print and digital campaigns. Create copy for below-the-line print ads, TVCs, brochures, POPs and websites.

Brands

Canon, McDonald's, LG, Camel, Daikin, etc.

TRAVEL/LIFESTYLE EDITOR

at Regent Media from Aug 2010 to Aug 2013

Role

In charge of the lifestyle and travel content for a number of magazines under Regent Media. Scope of work includes developing editorial calendars, sourcing for freelancers, and editing content. Pioneered Corporate Traveller, a travel magazine dedicated to business travellers.

Publications

Lonely Planet Asia, BBC Knowledge, Corporate Traveller, Golf Asia, escape!, etc.

EDUCATION BACKGROUND

2007-2010: National University of Singapore (Bachelor of Arts and Social Science)