

# Kathlyn Chua

WEB CONTENT WRITER |  
COPYWRITER

## Details

Prague  
Czech Republic  
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[kathlynychua.writer@gmail.com](mailto:kathlynychua.writer@gmail.com)

## Published Writing

[LinkedIn](#)

[Writing Portfolio](#)

[Unraveling The Secrets Of A Blinking Red Homedics Air Purifier](#)

[Why My Dyson Air Purifier Smells Bad: A Guide to Better Air](#)

[Discover Why Your Air Purifiers Blinks Red](#)

[What Does the Red Light on My Winix Air Purifier Mean?](#)

[Ionizer Air Purifiers: Everything You Need to Know](#)

[Latest Safety Technologies to Implement in Your Commercial Fleet Business](#)

[The Impact of EV Charging Station Standards on Industry Growth](#)

[Benefits of using SaaS for Business](#)

[Why Use Secured Payment Online](#)

[Introduction to Blik](#)

[Web Flow Quiz](#)

[Comprehensive Review](#)

[Social Media Storytelling](#)

[Spiritual Health & Wellness Article](#)

[SaaS Long-Form #1 - Ghostwritten](#)

[SaaS Long-Form #2 - Ghostwritten](#)

[SaaS Long-Form #3 - Ghostwritten](#)

[SaaS Long-Form #4 - Ghostwritten](#)

[Resume Testimonials](#)

[Resume Reviews](#)

## Skills

Stakeholder Management  
Career Consulting  
Recruitment Content Creation

## Profile

Experienced freelance content and resume writer with a strong background of writing in different niches, specializing in delivering research-optimised copywriting or content in variegated forms. Technologically astute with multiple digital platforms and expertise in understanding disparate tech products to effectively deliver engaging articles to elevate the brand's visibility and image. Armed with a proven track record in content creation that is concise, compelling, and riveting. Adept in adhering to stringent deadlines to deliver interactively engaging articles without deviation from budget, deadlines, and quality. Driven to conduct in-depth research with given topics to align the requirements of the client and the articles provided to generate client satisfaction, retention, and loyalty.

## Employment History

### Freelance Copywriter, Self-Employed, Remote

2021 – PRESENT

#### KEY ACHIEVEMENTS

- Founded the small business ([www.kathlynychua.com](http://www.kathlynychua.com)) on the basis of providing exceptional SEO optimised articles to elevate the brand's reputation, image and visibility
- Generated a range of content including [informational reviews](#) across a myriad of industries in B2B & [B2C](#) for [Tech](#), [SaaS](#), [Health & Wellness](#) and Travel

#### RESPONSIBILITIES

- Developed content briefs to deliver a well-structured article focused on enhancing the brand's visibility, image and reputation
  - Researched different keywords to determine SEO usability and additional phrases or SEO-optimised keywords to be added
- Devised, developed and written well-researched articles in various niches with a focus on technical and technological listicles, informational step-by-step articles and copywriting for disparate products
- Conducted comprehensive research to fully understand a product and its usage before writing engaging articles that lead to profitable sales
- Managed multiple clients simultaneously to exceed their requirements in enhancing their core skills, reputation and image
- Aligned the requirements of all clients with the existing services provided by going the extra mile to augment customer satisfaction for consumer retention
- Adhered strictly to deadlines while performing effective research into using appropriate keywords, structure etc for differing careers
- Curated, customized and coordinated social media pages and sites focused on elevating the brand's visibility, image and reputation within the country

### General Writer (SaaS, B2B, B2C), Searchant Marketing Agency

2023

### Resume Writer | Career Consultant, Self Employed | James Innes , Prague, Czech Republic

2021 – PRESENT

#### KEY ACHIEVEMENTS

- Designed, developed and delivered a university workshop on 'How to Write a CV' and recruitment opportunities with career development aspirations for the University of New York Prague (UNYP) to aid students in their next journey of attaining internships or a full-time career in the US
- [Attained recognition as a dedicated resume writer](#) that helps entry-to-board management-level professionals achieve their career goals via the proliferation of job offers in well-paying careers within a 3 months deadline
- [Established success for multiple clients generating over 15 interviews](#) (per client) by reforming their resumes and LinkedIn profiles
- Curated, customized and coordinated a myriad of resumes, cover letters and LinkedIn profiles across disparate industries to assist clients in [attaining their career goals successfully](#)

Freelance Writing  
B2B & B2C Content Writing  
SaaS, Tech & Technical Content Creation  
Creative Writing  
Client Management  
Content Marketing  
Content Strategy  
SEO-Optimised  
Strategic Planning  
Project Management  
Database Management  
Digital Platforms  
Client Relationship Management  
Social Media Management  
Customer Service  
Customer Retention  
Vendor Management  
KPI Increment  
Cost Savings

## Hobbies

MS Office, Wix, Citrix, Canva, SAP, Notion, AirTable, Slack, Discord

- Managed multiple clients simultaneously to exceed their requirements in enhancing their core skills, reputation and image

## RESPONSIBILITIES

- Performed comprehensive resume and career consultations, calls and sessions with different clients internationally to advise them on the next course of action for career development
- Elevated the number of interviews clients receive by highlighting their key competencies in resumes using ATS-optimised keywords
- Liaised with external recruiters and clients to establish a strong business network of referrals to facilitate the application process for existing clients
- Collaborated with internal stakeholders to identify, improvise and improve areas for improvement to provide an exceptional customer service experience

## Other Employment History

### CELTA-Certified English Literature & Literary Writing Educator, Donnish Education | Spevacek | Threshold Associates , Prague, Czech Republic

2019 – 2021

#### KEY ACHIEVEMENTS

- Proliferated academic excellence in English across several educational systems from Singapore to Czech Republic as well as TOEFL by adapting to different requirements
- Educated a vast range of students in China and CZ preparing for college to the US and UK to excel in literary writing with a strong focus on essay writing, listening comprehension and literature
- Worked with children from age 5-18 to identify their strengths, and weaknesses to develop academic progress for in-school excellence
- Reviewed existing curriculum to advise the school on the best-intended course of action to develop a credible academic plan to help Chinese students get admission into top UK universities

### Private English Educator, Freelance, Singapore

2010 – 2017

### Warehouse Analyst | Planner , Ultra Clean Technology, Singapore

2018 – 2019

#### KEY ACHIEVEMENTS

- Eradicated over inflated 80K COGS (Cost of goods sold) with a system clean up to effectively eliminate 60K and above in 24 hours

### Global Packaging Procurement Analyst, Mondelez International, Singapore

2017 – 2018

### Program Coordinator , Vallen Asia | Halliburton, Singapore

2016 – 2017

#### KEY ACHIEVEMENTS

- Sourced an array of products from various distributors to reduce supplier costs by over 100K and improve profit by entering into open purchase orders

### Offshore Buyer, Seven Seas Group Pte Ltd, Singapore

2014 – 2015

#### KEY ACHIEVEMENTS

- Sourced an alternative distributor to supply over 36 tons of petroleum at a much lower rate leading to a significant cost savings of over 30K per order

### Office Administrator , Air Liquide Singapore Private Limited, Singapore

2012 – 2014

## Education

### BSc of Business Administration, London School of Economics and Political Science, University of London, Singapore

2011 – 2014