



PUBLIC RELATIONS & COMMUNICATIONS EXPERIENCE

World Bank Group **Communications Analyst - Sustainable Development, Africa**

July 2016- present
Washington D.C.

- Led the World Bank's communications for United Nations Global Geospatial Information Management 8 participation
- Managed communications for the Africa Sustainable Development regional Directors
- Advised on political communications strategies relating to operational work for women's land rights in Liberia
- Managed the Bank's Sustainable Cities blog platform and provided technical writing training to Senior leadership
- Initiated effective professional relationships with NASA, World Wildlife Fund, Oceana, and Chemonics
- Liaised with colleagues in country offices and different global practices / trust funds to ensure that our messages aligned with strategic communication goals
- Co-led the disability inclusion and accessibility initiative in the Bank to revise our communications best practices
- Conceptualized and produced infographics, social media postcards, and social media messages for various high level communications campaigns in collaboration with UN-HABITAT, UNESCO, and United Nations Foundation.
- Designed promotional packages for print and online for international conferences: Habitat 3 & World Urban Forum 9
- Increased bi-weekly internal and external newsletter subscriber activity and click rate by 40% after re-designing the newsletters according to experimental research and metric based analysis
- Invited by NASA to cover the InSight Rocket launch to Mars on Social Media at the Vandenberg AFB and the Moon to Mars Partnership at NASA headquarters.

loisgoh.com

Dec 2013- present

Communications Advisor

- Pitched journalists and managed media relations on behalf of clients
- Advised, designed, and implemented digital and traditional communication campaign strategies for companies from Singapore, India, and England: D3P Global Pensions Consulting, Coinhako, Xfers, Pinbox Solutions

The Incite Agency

Jan 2015 – May 2015
Washington D.C.

Public Affairs Intern

- Automated a Twitter data acquisition process by collaborating with a developer to create a PHP code that streamlined a three day manual acquisition process into three hours
- Created press lists, monitored media, and researched finance, education, defence & technology policies

kglobal

June 2013 – Aug 2013
Washington D.C.

Public Affairs and Research Associate

- Created media audits and research packages for Fairholme Funds and CoinLab's Alydian
- Monitored media for the central bank of Lebanon, Association for Public Land Grant Universities and Fairholme Funds
- Updated and increased the grassroots contact list by 10% for the kglobal grassroots lobbying division

ESRI

Dec 2012 – Jan 2013
Singapore

Public Relations Intern

- Led communications for the WhereTo Maps Version 2.0 launch
- Worked on marketing materials and ascertaining unique selling proposition of ArcGIS software
- Pitched journalists, businesses, and government bodies
- Created a social media plan for the launch and implemented it
- Underwent ArcGIS (Mapping and Spatial Analysis) training from ESRI

EDITORIAL EXPERIENCE

Gnovis Journal

Aug 2014 – June 2016

Managing Editor

- Managed the whole publication process: Call for Papers, Peer Review, Copy-editing, online and print publication
- Created editorial timelines and adhered to tight deadlines whilst managing 30 peer-review editors, and authors nationally

Smithsonian Institution

Aug 2014 – Dec 2014

New Media and Editorial Assistant

- Authored article that gained 125,000+ views, reaching the Smithsonian's Top 10 most read posts of 2014 within 2 days
- Created compelling daily content and helped manage social media platforms reaching approx. 85k-94k fans
- Improved click-through rates by analyzing metrics reports using Twitter and Google Analytics
- Migrated site content from Typepad to Drupal

Reading Room

Jan 2014 – June 2014
Singapore

Copywriter / Editor

- Crafted web content and conducted media audits to improve site UX/UI
- Consulted government clients: Ministry of Culture, Community and Youth (MCCY), Singapore Sports Council (SSC), Housing Development Board (HDB) and Infocomm Development Authority (IDA)

EDUCATION & LEADERSHIP

Master of Arts in Communication, Culture & Technology '16

Georgetown University (Washington, D.C.)

gnovis Journal Fellowship

Managing Editor, 2015-16 | Assistant Managing Editor, 2014- 15

Bachelor of Arts in Communication (Magna Cum Laude Honors) '13

Flagler College (St. Augustine, FL)

Public Relations Track, Minor in Creative Writing

Public Relations Student Society of America

President, Fall '13 | Vice President, Spring '13 | Accountant, Fall '12

Dow Advantage PR Firm

Managing Partner

National Communication Association

President, 2013

SKILLS

★ Languages

English | Mandarin Chinese | Hokkien

Technical

Adobe Suite apps	Lawnet
Cision	LexisNexis
Drupal	Mailchimp
Final Cut Pro	Microsoft Office Suite

Competencies

Content creation	Social Media Metrics Reporting
SEO Optimization	Daily Media Monitoring
Editorial planning	Media Auditing
Paid and organic	Press List Creation
Social Media campaigns	Research (Academic, Legal)