



LOISGOH

Solving problems one word at a time

WORK EXPERIENCE

50HERTZ TINGLY FOODS

Co-Founder, Chief Ideas Officer | Apr '20- present

- Created visual identity and led all editorial, marketing, and communications strategies.
- 50Hertz successfully pitched and appeared in The New York Times, BuzzFeed, Food 52, and Chris Kimball's Milk Street.
- Out of 1800 applicants, selected as 1 of the 30 companies to participate in Target's Forward Founders program.
- Currently showcased at the U.S. Botanic Garden exhibition - "Spices that changed the world"

WORLD BANK GROUP

Communications and Graphic Design - EAP Urban | Sept '22- Current

- Edited and advised on a variety of blog posts
- Prepared powerpoint presentations for high level meetings
- Designed and formatted World Bank reports
- Prepared communications grid and graphic design for Vietnam SKER Executive Summary

Communications Analyst - Sustainable Development, Africa | June '19- Sept '21

- Oversaw editorial strategy and publishing for Sustainable Development (SD) Africa Regional Directors - website, social media, newsletters
- Developed content plans that aligned with the SD Africa topic areas including social inclusion, agriculture, climate resilience, and urban development
- Managed and published bi-weekly newsletters for SD Africa and SD Latin America & Caribbean
- Co-led the disability inclusion initiative to revise The World Bank's digital and social media accessibility best practices
- Advised Liberian government on their political awareness campaign and messaging surrounding the new Land Rights Act
- Led the World Bank's twitter chats with UNEP Africa and GEF for Global Wildlife Day and Global Waste Pickers Day - resulting in approx. 5.2 million reach with 15.4 million impressions generated per campaign
- Led a 24-hour Twitter challenge collaboration with UNESCO resulting in a reach of 5.6 million and 9 million impressions

Online Producer - Social, Urban, Rural, & Resilience GP | July '16- June '19

- Managed the World Bank's Sustainable Cities blog platform for three years, growing blog readership from 7.1k quarterly visitors in FY16 to over 120k visitors in FY19
- Increased external readership for the Bank's sustainable communities newsletter from 13 to 8.7k by using newsletter metrics to inform my approach for outreach campaigns
- Grew the World Bank Cities Twitter account followers from 18.6k in 2016 to 45.9k in 2018
- NASA invited me to be a social media journalist covering their inSight Mission to Mars
- Produced infographics, social media content for various high level communications campaigns in collaboration with UN-HABITAT, UNESCO, and United Nations Foundation

SINGAPORE PRIME MINISTER'S OFFICE - STRATEGY GROUP

Senior Manager - National Climate Change Secretariat | Oct '21 - Feb '22

- Led social media strategy and planned the editorial calendar for ClimateChangeSG platforms
- Led the 2022 pre-Budget Carbon Tax creative campaign strategy
- Engaged media and managed all public queries to the National Climate Change Secretariat as a Quality Service Manager
- Facilitated COP26 media interviews with The Straits Times and Lianhe Zaobao and assisted with talking points
- Assisted in designing the climate change presentation to Cabinet Ministers

EDUCATION

MASTER OF ARTS:
Communication,
Culture, & Technology

Georgetown University
Washington D.C.
Graduated May 2016

BACHELOR OF ARTS:
Communication (PR
and Creative Writing)

Flagler College
St Augustine, Florida
Graduated Dec 2013

**Diploma in Law &
Management**

Temasek Polytechnic
Singapore
Graduated Apr 2010

TECHNICAL

- Adobe Suite apps
- Cision
- Drupal
- Canva
- Lawnet
- LexisNexis
- Mailchimp

COMPETENCIES

- Content creation
- Campaign management
- Editorial planning
- Paid & organic social media campaigns
- Metrics Reporting
- Media Auditing
- Press List Creation