

Yoke Ching Goon

Content Strategy & Development

Singapore, Singapore | [LinkedIn](#)

Results-driven marketing and content strategist with 20+ years of experience delivering integrated and tactical campaigns, communications plans and multi-platform content for government agencies, leading brands, and SMEs.

Entrepreneurial background as a long-time agency owner, with strengths in innovation, stakeholder management and partnership development. What clients value is that I can move from planning to execution, with the flexibility to deliver the final output as an external partner or internal resource, without adding unnecessary complexity. Passionate about bridging organisations to build strategic partnerships and create win-win opportunities for mutual value and sustainable growth.

Also experienced in adult learning and workplace training, including curriculum development and practical programme facilitation.

Open to conversations over coffee to explore collaborations to drive meaningful value creation. Do reach out! Email: yokeching@digitalbrew.sg

EXPERIENCE

Content Specialist

Apr 2015 — Apr 2017

Japan PR Agency

Singapore

Crafted newsworthy angles for press releases, media pitching, media relations, content production, content marketing, social media marketing, partner acquisition.

Director

May 2010 — Jun 2015

Green Applications & Services Pte Ltd

Green Applications & Services (Green Apps) specializes in nano titanium dioxide coatings and other cleantech products to improve indoor air quality as well as improve maintenance of buildings going for Green Mark.

Director

Dec 2009 — Present

Digital Brew Pte Ltd

Singapore

Provide video production services for multiple content genres as well as event and sports photography. Also brews content for digital marketing assets (websites, e-newsletters, EDMs). Always open to talk partnerships in content and digital products and services.

- Hired on retainer for Yeap Transport in Marketing and Training from 2021 to 2024

- Hired on retainer for HI Ride in Marketing, Training and Operations from 2024 to Feb 2026

Managing Director

Oct 2003 — Feb 2010

content craft

Led a team comprising content producers, account managers and software developers. Provided end-to-end web and mobile platforms, applications, content and campaign solutions for clients like SingTel, Samsung, NTUC, SSC and more.

Manager, Content Marketing

Mar 2000 — Sep 2003

SingTel

Was part of a SingTel start-up providing digital rights management solutions

Was on the 1st IPTV trial with SingTel

Moved to content marketing and development - communities

Went on to interactive marketing selling run of SingTel properties

Was on the team which put together and developed MoBlog, Asia's first mobile blogging platform.

Director, South Asia

Feb 1997 — Feb 1999

Pacific Asia Travel Association (PATA)

Developed destination marketing programmes for countries in South Asia

Provided marketing consultancy to South Asian members

Organised marketing events and agent fam trips for South Asian members

Sr Asst Director

Jan 1994 — Jan 1996

Ministry of Trade and Industry (Singapore)

Policy & programme development for overseas trade and investments in South Asia, Indochina, ANZ

Sr Officer

Mar 1993 — May 1994

Trade Development Board

Organized trade missions to South Asia, Indochina

Seconded to Ministry of Trade Industry

EDUCATION

National University of Singapore

Jan 1989 — Jan 1992

BA in Literature, Geography

CERTIFICATIONS

AI in Business Essential Training, LinkedIn	Sep 2026
Advanced Certificate in Learning and Performance, Institute for Adult Learning Singapore	Jun 2024

SKILLS

Media Relations · Learning and Development · Creative Content Creation · Training · Training Facilitation · Workplace learning facilitation · Digital Media · Mobile · New Media · Digital Marketing · Business Strategy · Online Marketing · Social Media · Social Media Marketing · Digital Strategy · Marketing Strategy · Integrated Marketing · Product Marketing · Social Networking · Start-ups · Web 2.0 · Content Development · Content Writing · Video Production · Business Development · Content Strategy · Proposal writing · Mobile Devices · Strategy · Marketing · Interactive Marketing · Strategic Partnerships · Copywriting · Copy Editing · Scriptwriting · Public Relations · Digital Photography · Media strategy · Community Development · Content Marketing · Destination Marketing · Product Development · Digital Content · User Experience (UX) · Blogging · Creative Writing · Editing · AI for Business · Artificial Intelligence (AI)