

DARLA CHING

CONTACT

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SUMMARY

Professional writer with 14+ years' experience

- Robust experience in writing and editing sports, travel, and lifestyle materials for online and print media.
- Published writer in local and international magazines including *The Globe Magazine*, *Jab Journal*, and *Family Living*.
- Well-versed in online and traditional researching; adept at identifying key lifestyle trends and developing interesting story angles. Successful at building key relationships, sourcing for contacts and conducting interviews.
- Creative, resourceful, and possess proven ability to deliver high quality work within tight timelines and other resource restraints.

KEY SKILLS

Writing & Editing • Communication • Research • Publishing • Public Relations • Translation • SEO • Keyword Research • Organization

WORK HISTORY

Assistant Editor & Senior Writer

Aug 2010 – Present

Alpha Lifestyle Group, Australia

- Lead team of 12 writers in producing articles for *The Globe Magazine*, Australia's leading travel and lifestyle magazine with 25,000+ print circulation and 150,000+ monthly unique visitors and *Jab Journal*, a premium sports guide in Australia.
- Assist Editor-in-Chief in conducting overall checking and revision of write-ups. Manage rewriting, correcting of grammar, developing headings, and arranging story flow to ensure all print and online content are in accordance with house style.
- Conduct research and interviews to develop new ideas and conceptualise interesting story angles for *Family Living* online magazine with 20,000+ subscribers.
- Manage editorial calendar and ensure that content submissions and publishing for online and print materials are within schedule.
- Identify local and regional sports, travel, and lifestyle trends and pitch story ideas selected to cover various stories on media trips across Asian region.

Significant Achievements:

- Wrote and published 250+ magazine articles for the last 6 years. Demonstrated excellent and professional writing skills and got promoted from Senior Writer to Assistant Editor.
- Introduced an incentive-driven A/B testing competition among team members which resulted in increasing landing page conversions by 114% in 4 months.
- Awarded Most Resourceful Writer from 2011-2013 for producing unique and interesting stories for *Jab Journal*.
- Instrumental in increasing monthly unique visitors of *Family Living* website by 25% year-on-year.

WORK HISTORY

Freelance Writer

Mar 2006 – Jul 2010

- Provided high-quality writing service to Australian and international clients including Philips, SMRT, Singapore Airlines, Ford, NTUC, Bioskin, Western Digital, Divine Couture, FedEx, D'Open Kitchen, CHIVAS, TW Steel, and more.
- Developed print and online materials including web content, blogs, articles, press releases, ad copy, taglines, brochures, inserts, and company profiles.
- Performed research, data verification, translation, and phone interviews whenever necessary.

Significant Achievements:

- Generated over 100,000 views on my web content in June and July 2006.
- Capitalized over 6 million AUD for my clients with my writing skills and consultancy.
- Published a series of world political columns for 4 newspapers in November and December 2007.
- Researched and utilized keyword research (e.g. Ubersuggest, Keyword Planner) to produce 40 pieces of content each month.

EDUCATION

Master of Arts in English Language and Literature

University of Sydney, Australia | 2010

Bachelor of Arts in English Language and Literature

University of Sydney, Australia | 2005

SKILLS

CMS Tools

WordPress • WIX • Shopify

Keyword Research Tools

Semrush • Ubersuggest • Keyword Planner • Ahrefs

Social Media Management Tools

Buffer • Hootsuite

Software

MS Office Suite

CERTIFICATIONS

Online Marketing Certified Professional (OMCP)

Content Marketing Institute Online Certification

Copyblogger Certified Content Marketer

Certified Professional Technical Communicator (CPTC)

LANGUAGES

English • Mandarin • Spanish • Japanese