

# MINT KANG

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## **PERSONAL DETAILS**

Full name: Kang Min Hui

Nationality: Singaporean

Date of birth: 29 January 1983

Marital status: Single

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## **PROFILE**

I am a professional freelance writer specialising in business-related topics, both editorial and advertorial. I have experience working with both large and small companies and with government statutory boards, and I have written for publications whose circulation varies from subscription-only to national level.

I have managing editorial and copy editorial experience with Asiapac Books, a reputable local publishing house. I have headed and supported various projects of different nature and extent, involving planning, coordination, networking, schedule management, people management, budgetary management and constant innovation.

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## **EXPERIENCE**

### **Editor / Project Manager**

**Asiapac Books Pte Ltd, 2006 – 2009**

Conceptualised, implemented and developed Asiapac magazine “Vita Edition” in 2008, and subsequently managed the magazine’s production for two complete seasons. During that period, sales of “Vita Edition” made up 10 percent of Asiapac’s total revenue. Also provided editorial and translation support to a wide range of other Asiapac publications.

### **Freelance Writer**

**Ongoing since 2006**

Production of monthly/bimonthly articles for The Business Times and Pulses Magazine, as well as advertorial copy for other publications such as HRM Magazine. Clients I have worked with include the Health Promotion Board, SPRING Singapore and IE Singapore.

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## **SKILLS BASE**

*Innovation:* I am able to conceptualise a new project, convincingly push it to decision makers and follow its implementation through with whatever resources are at hand. I enjoy the opportunity to take up new challenges.

*Flexibility:* I can easily adapt to the scope and exigencies of whatever my current project may be. In addition, I am able to handle tight deadlines, emergencies or sudden changes in the project’s parameters, and I am able to take on several projects at the same time without the quality of my work suffering appreciably.

*Technical Ability:* I am comfortable with technology and highly proficient in common software applications including word processing, graphics editing, desktop publishing and Internet use on a Windows platform. I am also able to quickly familiarise myself with new applications.

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## **ACADEMIC QUALIFICATIONS**

<b>Singapore Management University</b>	<b>2006</b>
<i>Bachelor of Business Management Merit (Major in Marketing and Management)</i>	
<b>Raffles Junior College</b>	<b>2001</b>
<i>General Certificate Of Education (Advanced Level)</i>	
<b>Dunman High School</b>	<b>1999</b>
<i>General Certificate Of Education (Ordinary Level)</i>	

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## **RECENT PORTFOLIO SAMPLE**

### **Published in the Business Times, January 2009:**

*Refer to following links:*

<http://www.asiaone.com/Business/SME%2BCentral/Dollars%2B%2526%2BSense/Story/A1Story20090123-116828.html>

<http://www.asiaone.com/Business/Office/Rest%2BAnd%2BRelax/Story/A1Story20090115-114923.html>

<http://www.asiaone.com/Business/Office/Rest%2BAnd%2BRelax/Story/A1Story20090108-113265.html>

### **Published in Pulses Magazine, April 2009:**

*A Corporate Hand for Heritage (p.60)*

### **Published in Pulses Magazine, June 2009:**

*The Singapore Corporate Awards: Celebrating Integrity, Transparency and Accountability (supplement)*

**More recent samples are available on request.**

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