



N. Wahidah  
Abdul Wahid  
SINGAPOREAN

*Creative writer, strategic thinker,  
team player & intuitive storyteller.*

## WEBSITE / BOOK

[Click here to view.](#)

## SKILLS

### **Writing**

Social media, print, digital,  
broadcast, campaign, exhibition,  
environmental, speech, branding.

### **Research & Strategy**

Idea conceptualisation,  
focus group discussions, interviews.

## EDUCATION

Bachelor of Communications,  
Double Majors in Journalism & Marketing  
**University of Murdoch, Australia**  
2013 – 2016

Diploma in Media & Communications  
**Singapore Polytechnic**  
2008 – 2011

## CONTACT

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wahidahb@gmail.com

## EXPERIENCE IN A NUTSHELL

### PROJECT

COPYWRITING • MANAGEMENT • MARKETING

8  
YEARS

4  
YEARS

1  
YEAR

**Based in Singapore, working remotely**  
*Freelance Senior Copywriter (2020 – Present)*

Agencies engaged – 360 Communications, Content Mogul,  
eg+ worldwide, Honest Studio, Neighbor, Quirk, Section,  
Wild Advertising and more.

Clients – Canon, Citibank, FNN, Honda, HP, Nikon, Nissan,  
Peugeot, Samsung, Twitter, Uniqlo and more.

**Trybe, Singapore**  
*Volunteer Writer (2020 – Present)*

Writing on an ad-hoc basis for Trybe, a social service agency  
that works with youths facing adversaries.

**Carbon Interactive, Singapore**  
*Senior Copywriter & Social Media Editor (2018 – 2020)*

Clients – Dream Cruise, Funan CapitaLand Mall, Land  
Transport Authority, Mount Faber Group, National Council of  
Social Service, OCBC Bank and more.

**Silicon+ Communications, Singapore**  
*Copywriter (2015 – 2018)*

Clients – Brother International, Civil Service College, Dow  
Jones, GSK, Ministry of Communications & Information,  
Ministry of Manpower, Standard Chartered Bank and more.

**John Wiley & Sons Singapore**  
*Editor (2011 – 2015)*

Produced scientific research books with responsibilities  
comprising project, cost, content and author management.

**Singapore Press Holdings**  
*Marketing Executive (2010 – 2011)*

Provided marketing and event management services for  
Fashion Season @ Orchard 2011.