

Claudia Tan Xin Tong, Content Marketing & Communications | APAC

+6592318421, txtmsg17@gmail.com

LANGUAGES	- English Native - Chinese Native - Korean Beginner (Learning)
PROFESSIONAL SUMMARY	Content marketing and communications professional with 7 years of experience developing multi-channel content strategies and audience-focused campaigns across APAC. Proven track record translating audience and market insights into digital, social, video, and branded storytelling, with experience supporting regional product and service launches across 10+ markets. Led end-to-end content production, agency partnerships, and performance optimisation, scaling regional content operations by 250% YoY and increasing referral traffic by 121% YoY. Experienced partnering across marketing, product, creative, commercial and leadership teams to adapt global strategies for local audiences. Native English and Chinese speaker currently learning Korean, with additional journalism experience spanning entertainment, lifestyle and culture.
SKILLS	Content Marketing Integrated Campaigns Content Strategy Digital & Social Media APAC marketing communications Campaign Measurement & Analytics Product & service launch publicity Content Development & Production Agency management Microsoft Excel (Pivot Tables, Charts & Data Analysis) Google Analytics Ahrefs SEO/AEO optimisation APAC Market Localisation AI Workflows
AWARDS & RECOGNITION	- DHL Exceptional Performance Special Bonus Rewards (2022; 2024) - PR Awards Asia: DHL — Team of the Year (Brand) (Silver, 2023) - PR Awards Asia: DHL — Overall Brand Champion (2023) - PR Awards Asia: <i>Logistics of Things</i> — Best Corporate Publication (Gold, 2021; Silver, 2022)
EMPLOYMENT HISTORY	
Mar 2025 — Present	Communications Manager, Global Centre for Maritime Decarbonisation - Developed multi-channel content strategies with Projects, Partnerships, and C-suite leadership teams, contributing to a 12.8% YoY increase in media coverage. - Refreshed the GCMD website with optimised SEO and AEO content structure and FAQs. - Manage social media content, performance tracking and social listening around innovation, regulations, and sustainability topics, using audience signals and emerging conversations to inform content opportunities, contributing to 19% YoY LinkedIn audience growth. - Analyse social media and website performance data to identify audience and content insights, translating findings into bi-weekly recommendations for senior leadership and using performance signals to optimise subsequent content. - Develop content campaigns around GCMD's Fund for Energy Efficiency Technologies (FEET), coordinating messaging and assets across media engagement, events and strategic awards submissions, culminating in the Marine Money Deal of the Year 2026 Wildcard East Award. - Develop executive and thought leadership content across presentations, speeches, talking points, Q&As, social assets and story pitches, supporting senior leaders in high-profile engagements. - Adapt messaging for regional audiences and expanded GCMD's Chinese presence through translation and stakeholder engagement, contributing to 221% YoY growth in Chinese media coverage. - Designed and deployed AI-powered internal workflows, including an automated newsletter generator, and award and event evaluation matrices, reducing manual reporting times by 50%.
Jun 2021 — Mar 2025	APAC Content and Communications positions held, DHL Group Senior Content Producer (APAC Corporate Communications) Jul 2023 — Mar 2025 - Co-developed content strategy and led end-to-end production for DHL's Logistics of Things content hub, developing audience-focused articles, video and digital storytelling around technology, innovation, sustainability and business trends across APAC. - Partnered with Thailand Sales and Marketing teams on an integrated marketing campaign for DHL GoGreen Plus, identifying target customers and leading interviews and customer-story development to drive product awareness and consideration, with content amplified across the content hub, social media, email newsletters and Google Ads. Featured customers include Decathlon and Gentlewoman. - Recruited and managed external PR agencies and freelance writers, including vendor budgets, creative briefs, and content delivery, optimising workflow to scale editorial pipelines by 250% YoY. - Used content performance and audience data to refine messaging and distribution strategy, increasing referral traffic to the content hub by 121% YoY and strengthening regional audience reach.

- Partnered cross-functionally with Marketing, Commercial, Operations, Product, and leadership teams across **10+ APAC markets and three subsidiaries** to develop content supporting product launches.
- Adapted global messaging for local market audiences, balancing consistent brand positioning with market-specific audience needs and communications contexts across APAC.
- Extended campaign and content impact by repurposing long-form storytelling across digital, social, op-eds, internal communications and commercial sales case studies.

Concurrent APAC Communications Positions | Jun 2024 — Mar 2025

Expanded roles held concurrently with Senior Content Producer role.

GoHelp Communications Coordinator | Nov 2024 — Mar 2025

- Managed APAC communications for DHL's **GoHelp humanitarian programme**, developing multi-channel narratives and communications assets to strengthen visibility and stakeholder engagement across regional markets.
- Conducted media training and developed publicity content for DHL's **Get Airports Ready for Disaster (GARD)** and Disaster Response Team (DRT) programmes across APAC markets.
- Expanded the pilot communications role into an official APAC Corporate Communications portfolio.

Media Relations Communications Manager (Acting, Maternity Cover) | Jun 2024 — Nov 2024

- Drove regional communications strategy and content for product launches in partnership with DHL's APAC Innovation Center, Marketing, Product, Operations and country-market teams, aligning messaging and execution across functions and markets.
- Served as primary regional media point of contact for DHL Supply Chain APAC, coordinating fast-moving enquiries, campaign opportunities and issue escalations across **10+ markets**.
- Developed launch materials, executive messaging and audience-focused content around emerging topics including sustainability, AI, automation and the future of human labour.
- Secured Tier-1 regional coverage through proactive storytelling and media engagement around major campaigns and announcements, including **Formula 1 emissions reduction** and the DHL Era of Sustainable Logistics APAC conference.

Content Producer (APAC Corporate Communications) | Jun 2021 — Jun 2023

- Pitched, researched and produced APAC digital and thought leadership content covering technology, AI and automation, sustainability and DHL products and services.
- Leveraged audience interests and regional business trends to identify content opportunities and develop relevant storytelling for digital audiences, contributing to **146.9% YoY growth in website visitors and a 70.3% increase in page views from 2022–2023**.

Jan 2020 — Present

Additional Experience

Copy & Scriptwriter, Alice (Advertising agency) |SG United Traineeship | Aug 2020 — May 2021

- Collaborated with production teams to develop integrated campaign concepts, copy, scripts, and branded video storytelling across TV and digital formats for government and enterprise clients.
- Scripted, interviewed profiles to deliver a 4-part tentpole video series campaign for Singapore Tourism Board, publicising hawker culture's UNESCO recognition.

Writer / Journalist | Jan 2020 — Present

- Authored digital content and social media posts for clients including GovTech, Grab, DHL, etc.
- Specialised in entertainment and pop-culture content for TheHomeGround Asia, with a focus on K-drama and film reviews.

PROFESSIONAL
DEVELOPMENT, COURSES
AND CERTIFICATIONS

- Heicoders Academy GA100: Generative AI Course for Automation & Productivity (Jul - Aug 2026)
- Skills Ignition SG Google AI Challenge (May — Jun 2026)
- Google AI Professional Certificate (Apr 2026)
- Google AI Essentials (Jan 2026)
- Google Prompting Essentials (Jan 2026)
- University of Cambridge Business & Climate Change: Towards Net Zero Emissions (Feb — Apr 2025)

EDUCATION

Bachelor of Arts (Honours), Nanyang Technological University

- Majored in English Literature with a minor in English–Chinese Translation.
- Overseas exchange at the Australian National University, Year 3, Semester 2.
- Thesis: *The moral issues of genetic engineering in Margaret Atwood's MaddAddam trilogy*.

INTERESTS

- Student Journalist at Singapore Press Holdings, Zaobao Comma (2012 — 2017)
- K-drama content | AI ethics | Travel | Literature