

SABINE CHEN

Public Relations Specialist

CONTACT

- +65 8494 2909
- sabinetrixiechen@gmail.com
- <https://sabinechen.com/>

SUMMARY

I'm a communications specialist who strengthens content strategy with incisive writing and fresh ideas, driven by my genuine passion for all things creative media. Having worked across B2B and B2C accounts in advertising, lifestyle journalism and in-house PR, I have a deep understanding of how to bring brands to life and connect people with their stories. I'm perpetually wired into the digital zeitgeist.

SKILLS

- Content strategy
- Client relationship management
- Social media management
- Creative copy
- B2B & technical writing
- Photography & video editing

EDUCATION

- MURDOCH UNIVERSITY**
Bachelor's Degree in Journalism
2018 - 2020

President of the Murdoch-IPRS
(Institute of Public Relations)
Student Chapter
2019 - 2020
- REPUBLIC POLYTECHNIC**
Diploma in Mass Communication
2017 - 2019

Lifestyle Editor,
The Republican Post
2019

EXPERIENCE

- PUBLIC RELATIONS EXECUTIVE**
Randstad Singapore | May 2021 - present
 - Content strategy & development, and building key partnerships with local media; public & private partners across industries
 - Achieved 130 media mentions in Q1 2024 with an advertising value equivalency (AVE) of SGD 340,769
- JUNIOR COPYWRITER**
Ogilvy Singapore | Jan 2021 - Mar 2021
 - Branched into longform web pages & case studies, writing about the legacy tech brand's AI & cloud solutions
- CREATIVE ASSISTANT**
Ogilvy Singapore | Jan 2020 - Dec 2020
 - Created content from social tiles to TVC scripts, working with the IBM team to drive a powerful B2B digital content strategy
- PUBLIC RELATIONS INTERN**
SumoStory (PR startup) | Aug 2017 - Oct 2017
 - Managed media releases for clients in music, food, & tech
- JOURNALISM INTERN**
The Straits Times | Mar 2017 - Jul 2017
 - Managed five fashion & design columns. Wrote profiles & features on arts, travel, entertainment, and interior design
- MARKETING INTERN**
Alpha7 (tech startup) | Sep 2016 - Oct 2016
 - Wrote articles about startup culture & entrepreneurship & tracked content performance