

Contact

www.linkedin.com/in/agnesgoh
(LinkedIn)

Top Skills

Content Management
Content Development
Social Media Advertising

Languages

English (Native or Bilingual)
Mandarin (Native or Bilingual)
Cantonese (Limited Working)
Hokkien (Limited Working)
Korean (Limited Working)

Certifications

Emotional Intelligence for Self and Workplace
Leader as a Storyteller
Certificate of Vinyasa Yoga Teacher Training Course
Business Chinese Test (Oral)

Honors-Awards

Platinum Community Service Award
Alpha Programme Distinction Award
Nanyang Scholarship
Distinction Award
National Team Leader, Singapore Representative

吴思蕾 Agnes Goh

Storyteller | I act, host, write, and produce
Singapore

Summary

I am a multi-hyphenate for storytelling - writing, producing, acting, hosting and marketing. Inspiring stories lifted me out of my darkest days, since then I aspire to give others the strength I receive through powerful storytelling. I started my journey with crafting stories and campaigns for companies, brands and entrepreneurs in the corporate world. I eventually took a the leap of faith to pursue my passion for acting, playing empowering roles with themes of loss, grief, family, love, and growth. Beyond that, I started writing and producing my own films, notably Dare to Fail (2022) inspired by a local entrepreneur's story and Living & Remembering (2025) as a tribute to my late father. At times, I also host for events and festivals to engage audiences. I love all things health and wellness - from yoga, books, traveling to good conversations with like minded folks. I believe everyone has a story to tell, let me tell yours. Portfolio: <https://agnesgoh.com> Email: gohsl.agnes@gmail.com Instagram: @agnesgohsl

Experience

Self-employed

Content Strategist-Writer

January 2021 - Present (5 years 5 months)

Singapore

I craft content and campaigns for brands and companies, writing on topics related to people, lifestyle, arts & entertainment, and health & wellness. My content work spans across social media, website, blog, feature stories, corporate videos and commercials.

My clientele includes DBS, NUH, Wells, Xandro Lab, DollarsandSense, Intuitive Films, Unique Time, SCGE International, Poshlynn and Green Drumming etc.

Freelance

Actress-Producer

January 2022 - Present (4 years 5 months)

I love to be a part of stories that resonate with, empower and inspire people.

Acting credits (Selected):

- Who Did My Ah Ma Kill (2025), MediaCorp/Viddsee
- Living & Remembering (2025), Our Grandfather Story YouTube
- Office Incognita (2024), Viddsee
- Rogue Cop (2024), Raging Fire Productions YouTube
- Linda (2023), Viddsee
- Grand Sugar Daddy (2022), Feature film premiered at Berlin's European Film Market 2023 and boarded at Cannes Film Festival 2024 market.
- Silent Walls (2022), MediaCorp

Stage credits:

- The Importance of Being Earnest (2025), Working Titles Production
- The Internet Uncle (2022), Nanfang Arts Group

Writer/Producer credits:

- Living & Remembering (2025) commissioned by Unfold Asia (Writer/Producer/Actress)
- Route 65, 5-ep vertical series commissioned by IMDA for SG60 (Producer/Actress)
- Dare to Fail (2021) commissioned by CreativesAtWork (Writer/Producer/Actress)

Host

January 2022 - Present (4 years 5 months)

I take on both in-person and virtual hosting assignments including film festivals, formal and recreational corporate events, variety programs as well as moderating for panel discussions and talk shows.

Singapore Film Society

3 years 9 months

Finance & Project Manager

October 2024 - Present (1 year 8 months)

Manage budgets for numerous major film festivals including Singapore Chinese Film Festival, Japanese Film Festival, Korean Film Festival and Hong Kong Gala Film Presentation by working closely with internal and external stakeholders (e.g. embassies and non-profit organisations)

Partnerships & Memberships

September 2023 - September 2024 (1 year 1 month)

Identify suitable partnership opportunities that bring mutual value and build strong relationships with sponsors/partners that are aligned with the theme and branding of respective film festivals

Marketing & Memberships

September 2022 - September 2023 (1 year 1 month)

Singapore

We are a volunteer-run society driven by passion for film, bringing cinephiles together through events and collabs since 1958. I work closely with Marketing Manager to strategise and create regular content for social media platforms, websites, and e-newsletters to keep new and existing members engaged.

Giraffe Pictures

Marketing Strategist

January 2026 - May 2026 (5 months)

Singapore

Giraffe Pictures is an international film and TV company founded by Singaporean acclaimed filmmaker Anthony Chen, with a vision to discover and support emerging filmmakers across Asia, and take bold visual narratives to a global audience.

This role supports all marketing and partnership efforts for the promotion of *We Are All Strangers* (releasing 2026) - his final film of *Growing Up Trilogy* after *Ilo Ilo* (2013) *Wet Season* (2019).

Where strategy meets hands-on:

- Conceptualise strategy and develop pitch decks for securing brand partners/sponsors
- Plan and create social content to grow owned platforms (mainly IG/FB)
- Liaise with mainstream/new media partners for earned media coverage (newspapers/magazines/blogs/channels)
- Support marketing/PR efforts (press kit/media release) for the film's official selection in major film festivals mainly Berlin International Film Festival, Hong Kong International Film Festival, and Far East International Film Festival

Green Drumming by BEAT'ABOX

Marketing & Content Strategist

April 2020 - July 2025 (5 years 4 months)

Singapore

We are artists, creatives, drummers, musicians, a team of ever-evolving innovators. We inspire creativity through arts, music and sustainability. We perform at live events, conduct educational workshops, build art installations, produce content and videos, more important we make your wildest creative collaboration happen!

InnoBay Group

Marketing Manager

October 2018 - April 2020 (1 year 7 months)

Singapore

- Provide client services to incoming and existing client accounts
- Develop marketing plan and go-to market strategies to grow new online research business
- Plan and execute marketing campaigns across owned, paid and partner channels to drive user acquisition
- Develop lifecycle campaigns for user onboarding, education, engagement to optimise retention
- Lead content strategy and creative development for all assets such as social media, app, web pages, video, deck
- Engage media/pr, partners, influencers to execute brand campaigns
- Collaborate with tech team to launch new in-app features to improve UI/UX

SIMGE (SIM Global Education)

Regional Marketing Executive

January 2018 - October 2018 (10 months)

Singapore

- Lead overall marketing strategy and support regional recruitment across 4 APAC markets (KOR, TH, TW, HK) to drive brand reach, leads and in-market conversion
- Project manage creation-to-production of key collaterals across 10 APAC markets
- Work closely with regional media agencies, internal teams and external partners to execute and optimize marketing campaigns
- Spearhead rebranding strategy of SIM scholarships

PropertyGuru Group

Trade Marketing Executive

January 2017 - December 2017 (1 year)

Singapore

- Take charge of new product go-to-market planning and execution

- Develop and execute lifecycle campaigns and tactical promotions
- Design and execute various B2B2C marketing campaigns to meet monetization and engagement goals
- Execute day-to-day sales operations to target different agent databases: TA profiling, Data preparation, Leads generation, Content creation, Sales analysis
- Support Sales & Engagement teams in product launches, sponsorships and partner events

Intheloop Asia

Sales and Marketing

July 2016 - December 2016 (6 months)

- Implement and optimise digital marketing strategies across different channels to drive brand reach
- Lead event marketing activities, notably SOULSCAPE Yoga Festival 2016 (1,500 sign-ups in 3 months)
- Manage key stakeholders including sponsors, media/pr, studios, influencers, corporates to build strong relationships and drive event sales
- Liaise with event vendors and sponsors to fulfill marketing and logistical needs

DDB

Account Servicing

January 2015 - June 2015 (6 months)

Singapore

- Manage 2 major client accounts, Health Promotion Board and National Library Board
- Write briefs and liaise with clients and creative personnel to develop and execute campaigns.
- Assist in events planning, site recce and event day coverage/logistics.
- Manage paper documentation on project milestones and post-campaign preparations.
- Analyse campaign effectiveness and propose key learnings and recommendations on a monthly basis.

ZALORA Group

CRM Marketing

May 2014 - August 2014 (4 months)

Singapore

- Copy write and conceptualise aesthetic layout for menswear eDMs on a daily basis

- Oversee content layout across digital platforms (eDMs, e-vouchers and e-gifts) on a daily basis
- Assist Campaign Managers in executing and tracking campaigns to generate revenues for menswear
- Keep abreast of latest menswear fashion trends to enhance effectiveness of creative messages

Education

Nanyang Technological University

University Scholars Programme, Interdisciplinary

Wee Kim Wee School of Communication and Information

Communication Studies, Advertising

Korea University

Business/Commerce, Media