



Lilian Wu | LilianWu.com
Journalist, Writer, Copywriter, Blogger

I have over 10 years of experience in creating compelling content for multiple platforms and publications in Asia.

JOURNALISM/CONTENT DEVELOPMENT:

Areas of specialty include business, interior design and homes, travel, subcultures, human interests, parenting and childcare, healthcare and wellness, babies and children, teenagers and young adults, beauty and lifestyle

COPYWRITING:

I collaborate with sales and marketing department to generate copy for advertorials, advertisements, promotions and marketing collaterals to meet clients' business needs.

PROJECT MANAGEMENT:

- Plan, conceptualise and curate editorial content for publications across multiple platforms.
- Identify trending and newsworthy issues to engage target audience
- Oversee team of designers and writers to meet production schedule and deadlines
- Proofreading to ensure editorial and aesthetic quality are in line with house standards and/or client expectation

CONTENT/TALENT/SPONSORSHIP ACQUISITION:

- Commission and collaborate with authors, freelance writers, and emcees for small and large scale projects
- Identify and engage with potential sponsorship opportunities

EDITING:

I edit copy, content, headlines for advertisements, marketing collaterals as well as print and digital publications.

BUSINESS BRANDING:

- Increase Facebook engagement for LiveWell Baby by 100%
- Implement branding strategies to increase company's overall digital presence through social media on Facebook, Instagram, Magzter, Twitter, and Youtube

FICTION-WRITING:

I have two published e-novelettes and over 50 short stories in various magazines and a speculative fiction website known as Expanded Horizons.

To engage Lilian to write the talk or make your web copy sound more exciting, drop her a line at [lilian\[at\]lilianwu.com](mailto:lilian[at]lilianwu.com) or visit lilianwu.com.



Publications

1. Wawa in Kids World
2. Vita Edition
3. Montage Edition
4. Teenage
5. Parents World
6. Cross Roads
7. Winning Point (Singapore Turf Club)
8. SilverKris (Singapore Airlines)
9. Home and Style
10. RenoNation
11. LiveWell Baby
12. LiveWell
13. LiveWell Woman
14. Lookbox

Clients

1. COLDWEAR Singapore
2. Ministry of Chair
3. NSGI Group
4. Vernicia Health Services
5. KidzGrow Online
6. Hotpot Culture Restaurant
7. MENSA Singapore
8. Tenable Services
9. Redstone Communications
10. E-Quill Media
11. The Arena
12. Stamford Education Centre



Testimonials

I have engaged Lilian Wu's freelance writing services for the past year for Ministry of Chair (an online retail store for bean bag chairs) and Home and Style (a website that offers the latest news on interior design trends, renovation ideas, architecture and real estate property news). She delivers professional work that more than meets my needs and often makes great suggestions on how to improve my content. Definitely a writer I enjoy working with on a long term basis!

- Samuel Ng, Co-founder of NSGI Group -

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Lilian contributed a column on Japanese pop culture to the 2009 season of Vita Edition, our magazine for students. As the editor managing Vita, I find her articles very well-written in two aspects:

1. They are well-researched, effectively presented and substantiated by a wide range of contacts.
2. Excellent flow, word usage and spelling/grammar consistency.

Lilian has also been very supportive in providing additional material, complete with permissions where necessary, and putting me directly in touch with useful contacts. I would personally be very happy to ask her to do another column for the next season of Vita.

- Mint Kang, Project Manager of Vita Edition -