

CAROLINE YAP KIM MING

Facilitator

CAROLINE/MING is the Managing Director of Salt Media Group, a content creation specialist company focused on publications and other editorial products.

She developed her creative talents as a feature writer for the New Straits Times where she specialised in women's issues and headed the education supplements Primary Plus and The Next Step. She also co-wrote teaching aids for a joint project undertaken by the New Straits Times and the Malaysian Human Rights Commission before becoming a freelance contributor to several Malaysian magazines dedicated to women, health and education.

She has over 20 years of experience in the area of editorial work, content creation, storytelling and communications. In Salt, she has been part of the team that put together the stories of personalities such as Tun Dr Mahathir Mohamad, Tun Dr Siti Hasmah and Tan Sri Shamsuddin Abdul Kadir; as well as established companies such as Sime Darby Bhd, Khazanah Nasional and Maybank.

LEARNING & DEVELOPMENT EXPERIENCE

Since 2006, Ming has been contributing to Salt's training portfolio including crafting and leading modules on communications (such as Media Relations, Crisis Communications, Confidence through Communications, Journalism) and storytelling (Writing Memoirs, Telling Tales, Storytelling for Tourism).

CURRENT WORK ACTIVITY

- Social media content creation module development.
- Leading editorial team for memoirs on prominent Malaysian personalities.
- Communication materials for UNICEF.

PREVIOUS WORK ACTIVITY:

- Stand Tall, a workshop on confidence through communication for youth.
- Storytelling for Tourism, a workshop to help tourist guides transform information into stories.
- Media relations workshop for various companies and NGOs.



Qualifications & Credentials

B.Econ (Economics & Sociology)
from University of Manchester, UK

Diploma in Advertising from
Institute Advertising Communication
Training (IACT), now IACT College,
Malaysia

AREAS OF SPECIALIZATION:

- Storytelling.
- Content creation.
- Communications.

