

CAROLINE YAP KIM MING

Associates Trainer



CAROLINE (also known as Ming) is the Managing Director of Salt Media, and together with her team members, has been providing writing, editing and consulting services, as well as training and facilitation modules for the last 13 years.

Prior to Salt, she was 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.

Salt Media was set up in 2004 to harness the power of the written word and help clients to craft and communicate their messages in the most effective way possible. Ming stands by the company's mantra—Your Story Matters—and strives to ensure that the art of storytelling and narrative building remains well and alive.

Over the years, she has been a key member of the editorial team that has helped to document the stories of companies such as Sime Darby, ERL and Maybank, as well as prominent figures such as Tun Siti Hasmah Mohd Ali, Tan Sri Shamsuddin Abdul Kadir and Tunku Naquiyuddin.

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.



Academics & Credentials

Certified Virtual Learning Facilitator by DRB-HICOM University of Automotive Malaysia

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

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

Area of Specialization

- Storytelling.
- Content creation.
- Communications.