

# Esther Goh

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## WORK EXPERIENCE

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**nzherald.co.nz | APN**

**Online Content Manager**

**2007 – present**

Assist with writing and reporting duties as needed. Format and upload content onto nzherald.co.nz and maximise engagement through packaging content, image selection and editing, and writing captions and headlines.

**Te Waha Nui | AUT**

**Sub-editor/Reporter**

**2009**

Contributed both news stories and features to student newspaper *Te Waha Nui* and its website [www.tewahanui.info](http://www.tewahanui.info). Subbed and rewrote copy, captions and headlines for *Te Waha Nui Online*, polishing and editing for style, spelling and grammar. Tagged and categorised posts, and moderated user comments.

**New Zealand Magazines | APN**

**Website Editor**

**Summer 2008-2009**

Oversaw three separate websites – *Simply You*, the *Listener* and the *New Zealand Woman's Weekly*.

- As online editor for [simplyyou.co.nz](http://simplyyou.co.nz) had sole responsibility for *Simply You Live*, blog and weekly newsletter (subscriber database approximately 4500). Uploaded, wrote and subbed content; liaised with publicists; sourced and edited images.
- Also formatted and uploaded content for the *Listener* and *New Zealand Woman's Weekly* websites.

**Freelance Writer, various publications**

Contributed news, reviews, columns and features to:

*Verve* (bi-monthly lifestyle community magazine distributed free to 26,000 homes on the North Shore and Eastern Bays)

*Café Philosophy* (free magazine distributed to central Auckland cafes)

*varsity.co.nz* (online student magazine)  
*nzgirl.co.nz* (online women's magazine)  
*slynkey.com* (online women's magazine)  
Currently write and source material for weekly *Idealog* newsletter (2500 subscribers).

I have also had work published in the *Western Leader*, the *Whakatane Beacon* and *nzherald.co.nz* through various work experience and internship placements.

### **Malcolm Pacific**

*Administration Assistant*

**2007-2008**

Duties included filing, data entry, photocopying, typing, banking, invoicing, minute taking, reception duties and other office support as needed.

### **Private Tutor**

**2006-2007**

Tutored students in English – essays, spelling and writing, close reading.

## **EDUCATION**

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### *Auckland University of Technology*

Bachelor of Communications with a major in Journalism. Graduated December 2009.

- Recipient, AUT Vice Chancellor's scholarship, 2007-2009.
- Papers included magazine and new media journalism, alongside core papers such as news and public affairs reporting. I also studied page layout and web design.

### *Lynfield College*

Completed NCEA Levels 1, 2 & 3. Graduated 2006.

- First in NCEA Media Studies in Journalism (Level 2), English (Levels 2 & 3).