



PROFILE

Carmen Ng
Senior Executive, BD & Marcomm
Thomson Hospital Kota Damansara

CONTACT

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EDUCATION

Nanjing University, China
Year 2009 – Year 2011
Level: Master of Art
Field of Study: Mass Communication
Major: Mass Communication

SKILL

Language

English
Malay
Mandarin
Japanese

Computer Skill

Microsoft Excel
Microsoft Word
Microsoft Powerpoint

PROFILE SUMMARY

As a Business Development Representative in the healthcare industry, over the last five years I have established extensive network and strong business partnership with more than 300 (out of thousand business contacts) general practitioners within Klang Valley. I have been responsible for identifying new business opportunities and building relationships with clinic doctors and healthcare centers to generate new business. On average, I brought in more than hundred new customers every month to the hospital through the business partnership that I have developed to date.

I am skilled in managing the sales process from lead generation to contract negotiations and closing deals. Additionally, I am experienced in analyzing sales data and market trends to identify opportunities for growth and improvement. With my expertise, I can effectively develop and implement marketing campaigns to promote medical service to potential customers.

Besides, as an award-winning journalist in my past working experience, I bring new perspectives and approaches into the healthcare industry. I'm able to develop and implement a media relations strategy that aligns with the organization's goals and objectives, especially in Chinese media and communication with focus on penetrating the China market.

WORK EXPERIENCE

Thomson Hospital Kota Damansara (Senior Executive, BD & Marcom)
July Year 2018–Until Present

- Involve of Business Development for Thomson Hospital Kota Damansara.
 - Monitor and track company and competitors' activities.
 - Conduct market research to identify industry trends and opportunities
 - Maintain accurate records of sales, revenue, and other business metrics.
 - Be the primary point of contact and build long-term relationships with General Practitioners to achieving revenue goals.
 - Focus on increasing sales, reducing expenses, and optimizing marketing efforts to achieve a 6% ROI.
 - Approach over 360 number of General Practitioners every year to maintain the relationship.
 - Assist in developing the annual calendar and key initiatives to drive the healthcare business.
 - Assist in developing B2C strategies and execution including ongoing campaign
- CSR Programs
 - Develop and implement an internal communication plan to promote CSR programs and initiatives to employee and other stakeholders.
 - Develop and manage a CSR budget to ensure that all programs and initiatives are adequately funded.
 - Establish partnership with NGOs, community groups, and other organizations to support CSR initiatives.

- Measure and report on the impact of CSR programs, including social and environmental outcomes, employee engagement.
- Identify and pursue new business opportunities that align with the company's strategic goals.
- Sales Strategy & Marketing Campaign
 - Develop and implement a sales strategy to promote medical imaging packages to clinic doctor and chiropractic centre.
 - Identify new business opportunities and build relationships with clinic doctors to generate new business.
 - Collaborate with cross -functional teams to develop imaging packages that meet customer needs and align with company goals.
 - Provide demonstration and support to clinic doctors and chiropractor on the use and benefit of medical imaging packages.
 - Manage the sales process from lead generation to contract negotiations and closing deals.
 - Develop and implement marketing campaigns to promote medical imaging packages to potential customers.
 - Analyze sales data and market trends to identify opportunities for growth and improvement.
 - Responsible for the growth of the company's client portfolio, activity and ultimately, revenue.
- Media Relation
 - Establish and maintain relationship with journalist, editors and other media professionals to ensure positive coverage of organization.
 - Develop and implement a media relations strategy that aligns with our organizational goals and objectives.
 - write and distribute Chinese press releases, media advisories, and other communication materials in mandarin , to promote company news and initiatives.
 - Monitor media coverage and respond to inquiries from journalists and other media professionals.
 - Assist in develop and manage a media relations budget to ensure that all activities are adequately funded.
 - Assist in the development of media strategies and plans.
 - Monitor media trends and identify opportunities to leverage media coverage for the benefit of the organization.
 - Ensure that all media relations activities comply with legal and ethical standards.
 - Develop and maintain a media contact database to facilitate regular communication with key journalists and editors.
- Events and Conferences
 - Deal with MMA member on booth setting, follow all safety guidelines for the event.
 - Set up and manage the booth at the APHM International Healthcare Conference & Exhibition and MMA annual meeting.
 - Promote company's activities and services.

- Answer questions, provide information, and assist visitors to the booth.
 - Collect contact information from booth visitors.
 - Follow up with booth visitors after the event.
 - Other duties as assigned.
- Event Plan
 - Conduct over 40 webinars and hybrid meeting within 2 year during the pandemic
 - Develop and implement plans and timelines for all aspects of event planning, including registration, travel and accommodations, venues, catering, and other logistical arrangements.
 - Research and identify potential venues, sponsors, vendors and speakers; negotiate contracts and manage relationships with vendors, sponsors and speakers.
 - Collect and analyze feedback from attendees on the events and make changes to ensure improved events.
 - Develop and manage event budget.
 - Create and manage promotional materials, including print media and web-based content.
 - Communicate with event participants and stakeholders to keep them informed of event updates.
 - Manage event staff, including volunteers, to ensure efficient event operations
 - Coordinate with other departments in the organization for event-related activities
- Salesforce Marketing
 - Design, develop, and execute comprehensive customer lifecycle campaigns using Salesforce Marketing Cloud
 - Monitor and analyze campaign results to identify opportunities for improvement.
 - Create reports and dashboards to measure customer engagement and loyalty
 - Collaborate with cross-functional teams to ensure campaigns are effective and on-brand
 - Stay up-to-date on the latest Salesforce Marketing Cloud tools and still in practices
 - Manage the full life cycle of campaigns from concept to execution.
- Recruitment General Practitioner as Hospital GP+ Member
 - Develop and implement recruitment strategies to attract and retain members.
 - Network with potential members to build relationships that will lead to successful recruitment.
 - Collaborate with other departments to ensure that all recruitment materials and processes are up to date and relevant.
 - Monitor recruitment progress and update management on progress.
 - Provide advice and guidance to members on all aspects of our organization.
 - Develop and maintain a comprehensive benefits package for our members.
 - Ensure members have access to the latest information regarding our organization.

- recruit over 1000 members within 5 years

Sin Chew Daily HQ (Senior Journalist & Chief Executive Journalist)

Feb Year 2010 – July Year 2018

- Conduct investigative research to uncover news stories and insights.
- Write high-quality journalistic content, including news article, features, and opinions pieces.
- Edit and proofread content produced by other journalists to ensure accuracy, clarity and adherence to style guidelines.
- Work closely with cross-functional teams to identify and cover stories that are of interest to the audience.
- Provide insightful analysis and commentary on new stories and events.
- Develop and maintain relationships with sources, industry experts and other journalists to stay abreast of news and trends.
- Utilize multimedia tools and platforms to enhance the reach and impact of content.
- Stay up-to-date with industry trends and developments to ensure that content remains relevant and engaging.
- Manage the editorial calendar and production process to ensure the content is delivered on time and meets quality standards.

Achievement & Awards

2018 Datuk Wong Kee Tat Journalism Awards (Merit Award)

2018 Datuk Wong Kee Tat Journalism (Distinction Award)

2017 Datuk Wong Kee Tat Journalism Awards (Distinction Award)

2017 Datuk Wong Kee Tat Journalism Awards (Merit Award)

2017 Datuk Wong Kee Tat Journalism Awards (Distinction Award)

2016 Datuk Wong Kee Tat Journalism Awards (Merit Award)

2014 Datuk Wong Kee Tat Journalism Awards (Distinction Award)

2013 Datuk Wong Kee Tat Journalism Awards (Merit Award)

2013 Datuk Wong Kee Tat Journalism Awards (Merit Award)

2012 Datuk Wong Kee Tat Journalism Awards (Distinction Award)

Sin Chew Daily, Segamat Branch (Journalist)

May Year 2004 – Feb Year 2010

- Interview people in a wide range of circumstances
 - Pitch story ideas to editors
 - Organize, research projects ,writing copy for publication on a tight deadline
 - Translation of articles from various sources
 - Subedit manuscripts
 - Fact-checking the information given via variable source
 - Attend news conferences for Government Sector / Private Sector
 - Various works was selected and published in Front Cover of Sin Chew Daily (Headline)
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