



# VALERIE CHOONG SY YIING

## MARKETER | HEALTHCARE

Business Development Senior Executive with over 6 years of experience in the healthcare industry. Demonstrated expertise in building and managing relationships with key stakeholders, developing and implementing strategic plans to drive business growth. Planned and managed events for corporate partners, insurance providers, general practitioners and public, including GP symposium, workshops and public forum.

## CONTACT ME

- 016-3053826
- valeriecsy07@gmail.com
- USJ, Subang Jaya
- 30 years old

## EDUCATION

Universiti Tunku Abdul Rahman  
(2013-2016)  
Bachelor of Science (Hons) in  
Biomedical Science with CGPA 2.9

SMK SS17 (2011-2013)  
STPM with CGPA 3.08

## WORK EXPERIENCE

### SENIOR EXECUTIVE, BUSINESS DEVELOPMENT

**Sunway Specialist Centre Damansara | Jan 2022 - current**

#### General Practitioners

- Built and maintained relationship with general practitioners.
- Managed GP educational programs which includes GP symposium, GP webinars and focus group discussion.
- Executed targeted marketing campaigns to increase brand awareness and promote hospital services to GPs.
- Consolidate input from GPs to provide in-depth market analysis and address GP's and market needs, issues and opportunities.
- Developed and implemented marketing strategies to increase GP referrals.
- Maintain GP database and generate monthly referral report.

#### Corporate Clients & Insurance

- Built and maintained relationship with key stakeholders, including existing and new corporate clients, insurance providers & agencies.
- Responsible in signing up new insurance panels for the centre, negotiated and finalized agreements with insurance providers.
- Conducted regular Centre tours for insurance providers and corporate clients to introduce our new services and consultants.
- Planned and arranged for health event collaboration with business partners.
- Conducted market survey and competitor analysis to improve brand positioning.

#### Event Management/ Media Relations/ Video Editing

- Plan and coordinate marketing events which includes public forum and big scale events at the shopping mall.
- Managed event budgets and timelines, ensuring timely and cost-effective delivery of services and products.
- Collaborate with third parties for sponsorship requests.
- Developed and maintained relationships with vendors, suppliers and sponsors.
- Coordinate arrangements with Media for live tv shows and live streaming on social media platform.
- Helped in shooting and the editing of educational video using adobe premiere pro.

## **MARKETING EXECUTIVE**

**Columbia Asia Hospital - Petaling Jaya | Feb 2020 - Jan 2022**

### **General Practitioners & Corporate Clients**

- Established and maintained relationships with general practitioners, corporate clients and other relevant public authorities by doing monthly visitation.
- Planned and coordinated events for general practitioners, corporate clients and public.
- Engaged with corporate clients for vaccination and health screening events.
- Planned and hosted webinars and Facebook live.
- Consolidated inputs from GPs and corporate clients to provide in-depth market analysis and address client's and market needs, issues and opportunities.
- Maintained GPs and corporate clients' database and generated monthly referral report.

### **Digital Marketing**

- Designed all marketing collaterals needed in hospital such as flyers, brochures, banners, buntings, billboards and social media content.
- Shooting and editing educational video using adobe premiere pro.
- Planned and created digital marketing strategies for resident consultants, managed their FB page and assist in running FB ads.
- Created social media content to promote hospital services, packages and events.
- Planed and run email marketing campaign.

### **Event Planning**

- Planned and hosted events including public forums, antenatal classes, CMEs, webinars and anniversary event.
- Planned public relations, advertising and promotional activities.
- Conducted market research to gain competitor information and collected data for market analysis.

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## **BIO-MARKETING EXECUTIVE**

**ScienceVision | April 2017 - Feb 2020**

- Worked closely with sales team to coordinate the planning and execution of relevant product launches.
- Planned and executed marketing communications, promotional activities, sponsorship requests and events such as conferences, roadshow, seminars and workshops.
- Managed company's website and the planning of social media marketing strategies.
- Launched email marketing campaigns, e-newsletter and create promotional videos.
- Designed and created marketing materials, product literature as needed for equipment sales or any other related materials.
- Liaised with principal's regional marketing team for marketing materials, events and new product launching.
- Organized and manage sales leads from events, website and social media inquiries.
- Made regular outbound contact to existing and prospective customers to co-organize marketing initiatives.

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## **PERSONAL HEALTH ADVISOR**

**PATHLAB | INTERNSHIP | Oct 2016 - Dec 2016**

- Understanding clients' needs and provide the suitable health check packages to them.
- Performed phlebotomy, blood pressure check, BMI and bone scan on them.
- Provided health check report explanation and nutrition advice to customers.
- Handled of customer database & reports
- Provided excellent customer service by attending to customer's request & handling complaints.

## SOFTWARE SKILLS

- Microsoft Word (Mailmerge), Microsoft Excel (Pivot Table), Powerpoint
- Website Management: Wordpress
- Video Editing: iMovie/Window Movie Maker, Adobe Premiere Pro
- Email Marketing: MailChimp, SendinBlue

## SKILLS:

- Business strategy development and implementation
- Marketing campaign development and execution
- Client relationship management - Corporate, Insurance, GP
- Vendor and supplier coordination
- Project Management - Events, Seminar, Workshops, Webinars
- Database management - Data collection & analysis
- Social Media Marketing - SEO, Ads and Google Analytics
- Email Marketing
- Videography and visual content creation
- Designing flyers, brochures
- Website Management
- Content creation
- Market research and analysis

## LANGUAGE

English : Proficient (Spoken & Written)

Mandarin: Proficient (Spoken & Written)

BM : Proficient (Spoken & Written)

## REFERENCE

Name: Christine Leong

Designation: Senior Manager, Business Development & Corporate Communication

Company: Sunway Medical Centre/Sunway Specialist Centre Damansara

Phone: 019-213 1633

Name: Adrian Tang

Designation: Marketing Manager

Company: Columbia Asia Hospital Petaling Jaya

Phone: 016-696 2112