

Dorcas Kai En LIM

Marketing Manager

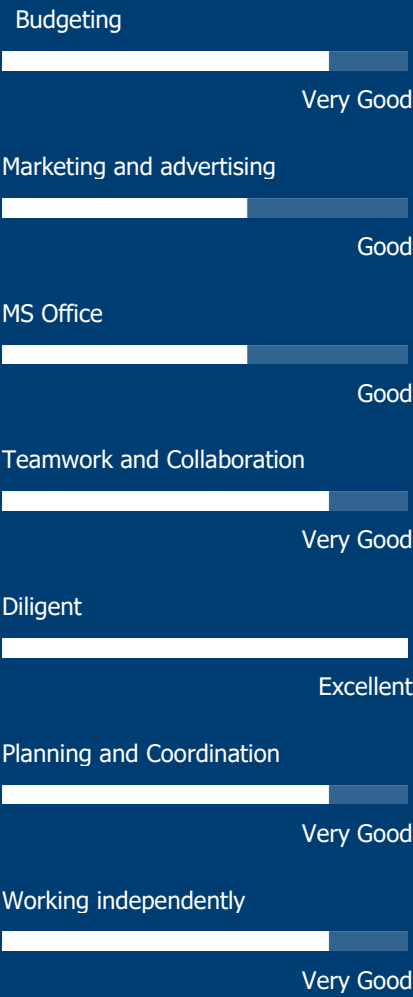
Enthusiastic Marketing Manager adept at working with colleagues and customers of all backgrounds. Team builder and clear communicator with strong problem solving and planning skills.

Work History

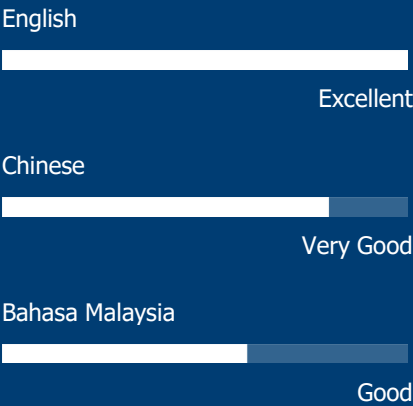
Contact

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Skills



Languages



MANAGER - MARKETING

LEISURE FARM CORPORATION SDN BHD, Johor

- Develops and implements strategic marketing and sales plans and forecasts to achieve corporate objectives for products and services.
- Develops and manages sales/marketing operating budgets.
- Plan and coordinate roadshow, including in Malaysia and Overseas (Singapore, China, Hong Kong, Indonesia)
- Managing overall sales and marketing activities that include market research, sales presentations, analysis of sales and marketing trend, and advertising and marketing promotional events.
- Handle relationship with clients and agents locally and globally.
- Compiles, controls, and monitors budget in accordance with budget allocation/limits.
- Drafts, reviews, and implements subject matter related procedures and systems of operations.
- Work with interior designers to develop show houses, Airbnb, clubhouses, facilities, billboard and signage to enhance and add value to company image
- Promoting property through marketing initiatives, and maintaining website and social media presence at property level and at corporate level
- Assessed marketing copy, art comps and final designs and compared with established specifications.
- Maintained documentation, detailing assignments, in-progress work and completed project milestones.
- Developed network of related professionals to open up business opportunities.
- Organized contacts and orchestrated innovative marketing campaigns to boost awareness, engagement and sales.
- Managed marketing budget and associated P&L to develop and execute marketing strategies, budgets and sales plans for business segments.
- Created company brand messaging, collateral materials, customer events, promotional strategies and product commercialization.
- Recruited and hired capable team members to add value and diverse skills set to marketing department.
- Managed workflow between staff, coordinating documents and creative material distribution.

2016-11 -
2017-03

SALES & MARKETING EXECUTIVE

S P SETIA BERHAD, Johor

- To assist in planning & implementation of marketing strategies
- Maintained records related to sales, returns and inventory availability.
- Assist in development, production and distribution of sales/ promotional materials
- Increased sales by offering advice on purchases and promoting additional products.
- Work with advertising and marketing agency for advertising and promotional works
- Plan & execute marketing plan/ activities
- Provided positive first impressions to welcome existing, new and potential customers.
- Organize & prepare for road shows / company events
- Conduct market research
- Attend to customers' enquiries and assist in relation to any pre and post sales matters
- Follow up include liaising with purchasers, lawyers & bankers and monitor the completion of sales transaction up to SPA signed and application/ approval of loan pertaining to the sold products
- Perform ad-hoc assignment as instructed by superior

2013-04 -
2016-10

MARKETING EXECUTIVE

GENTING PROPERTY SDN BHD, Johor

- Sourcing advertising opportunities & placing adverts in the media
- To establish good rapport and network with customers, colleagues, supplier & competitors
- To assist in planning & implementation of marketing strategies
- Arrange production of marketing materials (leaflets, posters, flyers, billboard, website)
- Arranging for effective distribution of marketing materials
- Maintaining & updating company website, Facebook page & competitors databases
- Plan & execute yearly marketing plan/ activities
- Organize & prepare road shows / company events
- Attend events such as seminars & exhibitions
- Conduct market research
- Preparing monthly report & pricing proposal of every new project for Senior Manager
- Attend to all sales enquiries
- Follow up include liaising with purchasers, lawyers & bankers and checking of all related documents in order to ensure the flow of various inter-related process are smooth
- Organize, follow up and monitor completion of sales transaction up to SPA signed and application/ approval of loan pertaining to the sold products in order that process can be completed in a timely and efficient manner
- Supporting to Senior Manager, Manager & colleagues

2006-01 -
2006-12

KINDERGARTEN EDUCATOR

DESTINY ACADEMY, Johor

- Teaches Bible, Phonics, Math, personal hygiene, music, art, and crafts to children from 5 to 6 years old, to promote their physical, mental, and social development: Supervises activities, such as field visits, group discussions, and dramatic play acting, to stimulate students' interest in and broaden understanding of their physical and social environment
- Exercised good classroom management focused on positive behavior support by clearly articulating fair and consistent expectations along with appropriate natural consequences.
- Identified characteristics, needs, abilities and problems of each child through personal interaction and progress reports to optimize approaches.
- Reported to parents and administration about student progress.
- Arranged parent-teacher conferences to address student progress and collaboratively set goals for areas of improvement.

2008-10 -
2010-08

MARKETING CUM SHIPPING ASSISTANT

JUSTFURN SDN BHD, Johor

- Manage daily update to Director on buyer and supplier status
- Produce Performa Invoice and Purchase Order
- Update shipping schedule, pricing details and catalogue
- Check shipping instruction and carton marking

2006-10 -
2006-12

PART TIME NURSE

POLICLINIC TEH, Johor

- Assist doctor in minor procedures
- Basic patient registration, dispensing of medicine to patients

Education

2022-04 -
2022-05

Professional Certificate in Digital Marketing

UNIVERSITY TECHNOLOGY MALAYSIA - Johor Bahru

2006-09 -
2008-09

Bachelor of Arts: Business Administration (Honours)

UNIVERSITY of HERTFORDSHIRE - INTI INTERNATIONAL UNIVERSITY

2005-05 -
2006-04

Foundation Certificate in Business IT

INTI INTERNATIONAL COLLEGE MALAYSIA - Nilai

- Awarded Merit Award - Superior Scholastic Achievement Jan 2006
- Awarded Merit Award - Superior Scholastic Achievement May 2005

2000-01 -
2004-12

Sijil Pelajaran Malaysia (SPM)

SMK TUNKU ABDUL RAHMAN PUTRA - Johor

Additional Information

- LEO CLUB President
- Program Master for INTI-an Night Event
- Organizing Chairperson of an Orphanage Children Camp III
- Treasurer of LEO CLUB (Awarded as Top Treasure in the 10th INTIMA Awards)
- Volleyball sport winner in 2002, 2003 and 2004
- Driving license class 3

Interests

Scuba Diving

Swimming

Travel

Great food

Dog lover

Reference

- Beverly Goldman +6012 - 3860438
- Cindy Tan +6017-7136228