



Resume

Personal Details

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Employment Experience

Head of Marketing & Digital

Webonline Dot Com Sdn Bhd (July 2017 – July 2018)

- Responsible for the Marketing and Digital campaigns, growing user downloads and retention in all channels.
- Lead a team of 6 subordinates, providing coaching and development, and team direction to achieve company's revenue target and objectives.
- Manage and allocate budget and resources available, while working closely with cross functional teams such as Sales, Product, Tech and HR to drive growth for the company while ensuring a great working culture.
- Developed and implemented quarterly comprehensive campaigns (social videos, on-ground activation, videos and digital marketing) to drive brand awareness and user downloads.
- Drive social relevance via two way conversations with users via KiplePay's digital channel leveraging on creative content, tactical promotions and improving social SOV on the digital landscape.
- Manage and oversees digital marketing strategies and channels including organic, paid, search and display.
- Execute and evaluate digital marketing initiatives to ensure media investments are fully optimised, in order to reduce cost per install.
- Drive creativity and teamwork across both external and internal teams.

Digital Marketing Manager

Star Media Radio Group (May 2015 – July 2017)

Digital Marketing:

- Oversee and drive all Digital marketing activities planned throughout the year, particularly digital support for Sweep Campaigns, Festive Campaigns, Affiliate

Marketing and Partnerships is being implemented and executed timely and on budget.

- Led and managed the Digital team to put together research, findings and insights on the Online User Behavior as the basis for website repositioning and revamp for both 988 FM and Suria FM's website.
- Presented both the Malay and Chinese segment proposed website repositioning and acquired management buy-in, of which the newly revamped websites were launched in Q4 2016 with the help of an outsourced digital agency.
- Spearheaded and implemented a Preroll revenue opportunity to enable monetization of international streams for Web and Mobile to support Sales team's digital target, with Preroll revenue tracking at USD\$6,883.
- To develop the right digital strategy for the growth and retention in Web & Mobile traffic for both 988 FM and Suria FM.
- Developed strategies and executed action plans to grow social media assets (Facebook, Instagram, YouTube and Twitter).
- Managed to grow Facebook followers from 267,900 to 418,942 for 988 FM and from 367,759 to 594,048 for Suria FM.
- Reviewed overall digital products rate card and implemented on more social media products such as Facebook Live video and Facebook Boost post options for Sales team.
- Delegation of task by empowerment to subordinates in their respective areas of expertise to complete campaigns and daily task.
- Developed and put together Content proposals and ideas to Sales team in order to grow the new platform, which is SuriaTV.

Brand Marketing (Capital FM):

- Lead and secured the main partnership with ZALORA (worth RM219,000) for Capital FM's Sweep 2, 2015 and managed the entire sweep campaign with minimal supervision.
- Secured other partnerships with brands such as Starbucks, Cosans Coffee, The Luxe Nomad and Publika in order to drive listeners database and to create brand reinforcement and top of mind recall for Capital FM.
- Spearheaded the Sweep campaign theme idea "*Capital Hunt It Down!*" and expanded it to ground events with selected Starbucks stores via "Frappuccino Hunt" to grow engagement between Capital Announcers with listeners in Klang Valley and Penang.
- Managed to successfully improve share of desired market segment with growth of 70% (80,000 weekly listeners) of Cumulative listeners in Sweep 2 2015, highest achievement for Capital FM to date. For Penang alone, the growth result was from 2,000 to 24,000 weekly listeners.

Field Digital Marketing Specialist

Paradigm Geophysical Sdn Bhd (November 2013 – April 2015)

- Lead and contributed to global marketing campaigns while collaborating closely with the Corporate team in Houston in following through all the steps of the campaign management process.

- Worked closely with the Global Corporate team, Regional Vice President and Regional Sales Directors in developing and managing regional strategic marketing plans and campaigns with global alignment and visibility that is integrated with revenue budget goals for the Asia Pacific region.
- Collaborated with sales team to deliver customer references in the form of press releases, case studies and presentations.
- Identified regional industry trade shows, conferences and seminars such as SPWLA local chapters (Bangkok), PESA Technical luncheon (Australia) and IPTC 2014 (Malaysia) for speaking and influencing opportunities in building continuous technical brand presence.
- Managed and supervised major Asia Pacific events/trade shows, technical road-shows and workshops as follow:
 - Vietnam Technical Forum 2013 (Ho Chi Minh City, Vietnam) - Paradigm event
 - HAGI IAGI Joint Convention 2013 (Medan, Indonesia)
 - AAPG Annual Convention & Exhibition 2014 (Houston, USA) - supported Corporate team
 - 38th IPA Convention and Exhibition 2014 (Jakarta, Indonesia)

Campaign Specialist

Mudah.my (December 2012 – November 2013)

- Plan and effectively manage display sales' ad inventory and network partners through DoubleClick for Publishers (DFP) to achieve optimum performance in revenue contribution and inventory utilization.
- Management of Ad networks such as Tribal Fusion, Komli and Google AdSense, overseeing performance of existing and potential ad networks for revenue versus inventory optimization purposes.
- Research and development of new display ad formats, working with internal technical team and external parties.
- Monitoring of in-house campaigns and ads through Ad networks to ensure compliancy to local regulatories and sensitivities, competing advertisers and capitalization on potential business opportunities.
- Worked closely with Display Account Managers to develop campaign strategies, provide technical and backend support and advice on all ongoing campaign performance.
- Lead the partner/ad networks selection process to optimize new revenue, and for any new tests and ensure that tests are carried out on appropriate commercial terms.

E-Commerce Manager

The Body Shop Malaysia (November 2011 – October 2012)

- Spearheaded the launch of online e-Store for The Body Shop Malaysia in February 2012.
- Developed, delivered and managed all ongoing online events and promotions across the markets (Malaysia and Vietnam), including planning, applying tactical

promotions and managing of communication via websites, email, and other external media.

- Worked alongside other teams such as Product, PR, Retail and Visual Merchandising team to align online marketing with retail marketing plans for both Malaysia and Vietnam market.
- Managed, planned and delivered effective email campaigns in partnership with CRM team.
- Effectively implemented analytics to identify success/failure of campaigns and performance trends.
- Prepared timely tracking and reporting to communicate results to the rest of the business.
- Ensured all communications and launches are effective through a robust feedback program, identification of opportunities and excellent planning.

Media Account Executive (Operations)
Adconion Media Group Australia (Melbourne, Australia)
January 2010 – September 2011

- Managed and handled all Preroll video and Site Rep inventories for the network.
- Gatekeeper for all Site Rep volumes availability and rates.
- Worked and build relationship with digital publishers on sourcing inventories and managing ongoing digital campaigns.
- Provided support to Partner Development team with well researched reports, setting up new publisher accounts, managing network planning projections, preparing monthly revenue and report summary for all publishers.
- Collated and shared ongoing researched reports and analysis to support media buyers to engage new publishers.
- Worked closely with Ad Operations Delivery team on pre, actual and post campaigns to ensure effective delivery of each online campaign executed.

Regional Marketing Executive
BlueScope Steel Asia (December 2007 – Nov 2009)

- Assisted in all the MARCOM planning and execution including brand governance, marketing literature, developing collaterals and executing strategies.
- Spearheaded the 'Sustainability in Asia' project with research and findings carried out in Malaysia, Thailand and Singapore on the introduction of Sustainable Green Building.
- Lead and managed the website management which includes website revamp, enhancement, content and activity management for all businesses (countries' website involved are Malaysia, Thailand, Vietnam, Indonesia, Singapore and Brunei).
- Managed and executed MARCOM plans in steel solution exhibitions such as OPTIMA Launch, South East Asia Iron and Steel Institute (SEAISI) Bangkok, ArchiDex, and BUILDCON exhibitions.

- Managed and lead the entire ProBuild™ Microsite Launch campaign for Lysaght Malaysia from planning to execution of the campaign on time, safely and within budget. Garnered at least 65% new enquiries and 38% of sales conversion.
- Managed and monitored all regional magazines subscription, editorial development and distribution (eg. Asia Today, Commercial Design Trends, Ish Magazine and Future Arc magazine).
- Assisted in regional strategic planning for Asia Style Guide project and Asia Wide Photography in which both the projects completed a month ahead of schedule.

Senior Brand Executive

Naga DDB (January 2005 – December 2007)

- Build strong client relationship with core brand account, Appeton Health Supplement, along with other brand accounts such as Ministry of Health (MOS) Stabilo stationery and Astro (Malaysia's top TV network channel).
- Managed the entire Appeton Health Supplement range of communication including print, radio, TV commercial and packaging.
- Launched the entire new product development (NPD) including naming and packaging of Appeton Essentials range in year 2007.
- Worked and assisted in the Ministry of Health account, one of Naga's top revenue accounts. Produced 4 new "Healthy Eating" campaigns in year 2006 which includes TV commercial, radio and print advertising.
- Lead and researched on the new business pitch for Stabilo account in year 2006, and further securing the account for the company and business unit.
- Spearheaded Stabilo's new Highlighter campaign against its top competitor Faber Castell with key objectives to defend and expand market leadership.

Academic Qualifications

February 2002 – 2003

Monash University - Sunway Campus (Malaysia) and Gippsland Campus (Melbourne)

Bachelor of Business and Commerce

Majoring in Marketing and Management (Distinction average: 72.1%)

2001

Victoria University of Technology - Sunway College, Malaysia

Majoring in International Trade and Commerce

Distinction average

2000 - Pre-University Education

Canadian International Matriculation Programme

Sunway College, Malaysia

Ontario Academic Course Rank: 78.5

Awards, Certifications and Club Membership

Most Notable Award (academic)

Golden Key International Honour Society – Monash University, 2004
Membership is by invitation only to the top 15% academic performers.

Inbound Certification

HubSpot
March 2019 - Apr 2020

Elite Toastmasters Club, KL

Vice President Public Relations, Jan 2017 - present
Vice President of Membership, Dec 2016 - Jan 2017

Skills and Specialties

Languages

Written: English & BM
Spoken: English, BM, Cantonese and Mandarin

Computer Skills and Knowledge

Proficient in MS Word, MS PowerPoint, MS Excel, ComScore, Google Analytics, DoubleClick for Publishers (DFP) and Salesforce.com.

Specialties

Digital strategy, Strategic marketing planning, Brand management, Project management, Digital campaign management, eCommerce management and Online retail marketing.

References

Faisal Khalil

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