



ADRIAN TANG

MARKETING MANAGER

PERSONAL PROFILE

An experienced, enthusiastic and dedicated marketing manager specializing in strategic planning, business development and creative solutions.

WORK RELATED SKILLS

- Brand Development
- Business Development
 - Customer Service
 - Digital Marketing
 - Event Management
- Marketing Strategy
 - Public Relations

CONTACT INFO:

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Taman Bukit Teratai, 56100 Cheras, KL

WORK HISTORY

MARKETING MANAGER

Columbia Asia Hospital | April 2016 - Current

- Responsible for overall marketing management within the company
- Researching and identifying growth opportunities in order to meet company target

MARKETING MANAGER

Guardian Security Consultants | Sept 2014 - Mar 2016

- Responsible for the overall control of the marketing function
- Support the development and execution of sales and marketing materials, adapting scopes, timelines as needed for maximum benefit

ASSISTANT MARKETING MANAGER

Pantai Hospital Cheras | Jan 2014 - Aug 2014

- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Develops strategic brand plans, marketing plans and strategies to generate business revenue and increase market share

ASSISTANT MARKETING MANAGER

Optimax Eye Specialist Centre | Aug 2012 - Jan 2014

- Responsible for the overall control of the marketing function for all Optimax branches within the country
- Develops strategic brand plans, marketing plans and strategies to generate business revenue and increase market share

MARKETING EXECUTIVE

Pantai Hospital | Dec 2008 - Aug 2012

- Assist in the management to ensure smooth delivery and excellent management of exhibitions, events, product launches, community service program and roadshow
- Develops and maintains good working relations with the GP, media, including local and national newspapers, magazines, business press, radio and TV

ACADEMIC HISTORY

UNIVERSITY TUNKU ABDUL RAHMAN

Bachelor of Business Administration | 2005-2008

SMK TAMAN TASIK

STPM | 2003 - 2004