

Execution Summary

7 years of Sales & Marketing experience in FMCG, infant and adult formula industries

10 years of product & marketing management experience mainly in pharma industry with main strength in ethical & consumer portfolio.

Strength in rapport building, business development, strategic planning, analyzing data, and formulate marketing strategy, marketing key messages to expand market share.

Pleasant, mature and stable. Good communication skills.

MELISSA E N G

Bsc in Nutrition, Universiti Kebangsaan Malaysia
MBA, Multimedia University

WORK EXPERIENCE

Marketing Manager

CiMed Healthcare

Aug 2023 – Present

- Formulate brand vision and marketing strategies that can be translated to effective marketing and sales plan & campaigns for current and future products launches through effective brands, operational, forecast and budget plans to achieve company goals.
- Handled Intraarticular Injections and PRP Portfolio
- Managing 2 team members which including Business Development Manger (CT Ranges) and Marketing Executive
- Conduct Product Training and Review on quarterly basis - to provide product knowledge, both technical and commercial, to the Sales personnel and others as needed.
- Allocate marketing A&P budget to integrated channels and platforms with high returns.
- Plan and execute Medical Marketing Program to ensure effective implementation by products ranges based on marketing priorities and analysis of return on investment (ROI).
- Plan and collaborate with medical conferences/events for brand building via strong medical marketing strategy.
- Plan and oversee digital marketing initiatives, including website management and patient loyalty program, to drive uplift on brand and maximize return on investment.
- Manage operational efficiency and forecasting supply of inventory through close collaboration with Business Support & Sales teams.
- Involve in New Product Launching and liaising with supplier on technical knowledge transfer.
- Build strategic partnerships with key stakeholders and foster strong collaboration with cross-functional teams
- Conduct weekly discussion with the team and preparing weekly and monthly report to management, identifying factors while analyzing data and strategies to grow the business.
- Experience in implementing of brand plans and execution.
- Responsible in building business relationship with medical KOLs and customers
- To support additional any task assigned by management

CONTACT



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DATE OF BIRTH

20th May 1982

HOBBIES

Yoga
Cooking
Baking
Music

SKILLS

Influencing Skill
Presentation Skill
Negotiation Skill
Microsoft

LANGUAGE

English
Malay
Mandarin
Dialect: Cantonese & Hokkien

Achievement :

1. Launched the very 1st Nationwide Marketing Activity within 2 months after onboarding.
2. Initiated a pre-launch dinner for a new product which will be launching in year 2024
3. Initiated Patients Loyalty Program
4. Won the Most Liked Conference Booth in MAS 2023

Marketing Manager, MY&SG

Hovid Berhad

Nov 2019 – Jul 2023

- Formulate brand vision and marketing strategies that can be translated to effective marketing and sales plan & campaigns for current and future products launches through effective brands, operational, forecast and budget plans in both Ethical & consumer channels in Malaysia and consumer products in Singapore
- Handled Focus Group Portfolios : Tocovid, GasCovid, Germisep & Focus Generics Group
- Support regional marketing team (SG & Phil) to align brand vision in MY
- Launched Tocovid ranges of product in Singapore in both Consumer and Ethical Channel.
- Allocate marketing A&P budget to integrated channels and platforms with high returns.
- Manage analysis and evaluation of market trends, consumer behaviour, competitor activities, etc. Guide prioritization of marketing plans according to changing markets and competitive conditions.
- Plan and execute Trade Marketing Program to ensure effective BTL implementation and approved ATL investments by platforms based on marketing priorities and analysis of return on investment (ROI).
- Plan and collaborate with medical conferences/events for brand building via strong medical marketing strategy
- Establish key metrics to track performance of marketing initiatives and analyze marketing initiatives to improve marketing effectiveness and ROI.
- Work with Finance to analyze the P&L and identify the impact of alternative actions.
- Work with agencies for marketing communications based on creative and commercial considerations.
- Plan and oversee digital marketing initiatives, including social media & e-commerce, to drive uplift on brand and maximize return on investment for consumer brands.
- Drive the use of database management for marketing automation, customer profiling and automated benchmarking.
- Support e-commerce department on consumer brands promotion and activities.
- Manage operational efficiency and forecasting supply of inventory through close collaboration with Supply Chain & Sales teams.
- Involve in NPD and support RA & QA on related market feedbacks.
- Work with sales team to build strategic partnerships and foster strong collaboration

- Conduct weekly discussion with the team and preparing weekly and monthly report to management, identifying factors while analyzing data and strategies to grow the business.
- Responsible for pricing strategy.
- Experience of leading successful innovation launches in market.
- Experience in implementing of brand plans and execution plans.
- Manage business development, handling Exclusivity Business and OEM/ODM business as part of the local & international business expansion.
- Responsible in building business relationship with medical KOLs and customers
- To support additional any task assigned by management

Achievement:

- Successfully launched marketing automated tools and CRM to increase sales & marketing effectiveness.
- Successfully revamped all marketing training materials & tools to support Sales Force
- Successfully launched the first ever Hovid Plant Visit cum Dinner Symposium to increase customer engagement.
- Successfully build Hovid Key Consumer Therapeutic Brands, Tocovid & GasCovid, with strong double-digit growth for 2 financial years
- Continually achieving overall Hovid businesses with strong double-digit growth for 2 financial years
- Achieving 400% growth for OEM/ODM Businesses and 50% growth for Exclusivity Business in March 2023

Sales Operation Manager

Apex Pharmacy Marketing Sdn Bhd

Jun 2018 - Oct 2019

- Responsible for overall performance of Trade Marketing team (adult nutrition: Nestle Health Sciences) in terms of operational matters, market penetrations and performance.
- Prepare and present annual trade plan which cover proposal on growing retail business, business plans, channel opportunity etc. Responsible for field execution of strategies and plans, taking into account short/long term goals and changing market conditions to achieve broader Principal business goals.
- Organize execution of strategy and account plans in an effective, efficient and timely manner, while delivering excellent customer value.
- Ensure distribution of must have list by channel classifications are met and identify opportunities to increase penetration by leveraging relationships with key customer/stakeholder where appropriate.
- Responsible for ensuring sales and visibility compliance of all participating account management scheme outlets and to adherence of Principal standard merchandising guidelines.
- Lead, guide and manage the field sales and trade marketing team to deliver channel and category thru put achievement.
- Responsible to plan monthly/quarterly target allocation by Sales Representative and channel organize forum on quarterly basis to discuss and align plans leveraging on Principal resources, sales, marketing, finance and other relevant stakeholders.
- Establish long term business relationships with and act as key contact to assigned large national accounts, facilitating and enhancing principal presence in the account and its member.

Provide assistance and coach Key Account Manager in margin negotiation, pricing strategy etc.

- Develop Trade Marketing Strategy to achieve defined business objectives and growth across all principal products in collaboration with principal team
- Manage trade marketing budget, allocation and operations by finding the most efficient solutions
- Ensuring effectiveness of Merchandiser, Promoter and Product Executive to maximize brand awareness/visibility and deliver education value.
- Review sales performance to uncover opportunities for improvement and identify tangible actions that can improve performance.

Career Break due to pregnancy complications

Feb 2017 – May 2018

Nutritional Manager

PFS Healthcare Asia Sdn Bhd

Feb 2016 – Jan 2017

- Responsible for the overall performance of Nutritional team in terms of sales & marketing operational matters, market penetrations and performance
- Create the products (Infant Formula) demands in government hospitals and GP clinics to the health care professionals (HCPs) in Central & Northern region.
- Tender product listing into group practices in major government hospitals
- Build and maintain good relationship with the HCPs / Key Decision Makers in healthcare industry
- Responsible for Medical Marketing Activities and Community Roadshows/activities via HCPs in various closed communities and work closely with event agency to ensure all activities are well in ordered.
- Responsible in managing the proposal / presentation process to meet assigned timelines / logistical needs at managerial level for marketing activities
- Determine and manage the marketing budget and deliver marketing activity within agreed budget
- Work closely with principal to support their marketing objectives and expanding the market share
- Provide Market Intelligence / insight within the industry to principal
- Monitor, review and report on all marketing activity and results
- Motivate team, individuals through checking performance management strategies to enhance performance.

Achievement:

- Increased market share of Infant formula (Mass Market) from 3rd to 2nd Top Brands in MY
- Meeting 110% of YTD team KPI
- Won 6 Government Tenders in Central Region & 3 in Northern Region within a year

GP & OTC Section Manager (Marketing Division)
YSP Industries (M) Sdn Bhd
Mar 2012- Feb 2016

Responsible for the overall performance of GP & OTC Section

- Field visit with sales team from time to time to study the market trend, providing on the job training and building relationship with customers
- Developing, executing and periodically reviewing sales and marketing strategies and activities for continuous sales growth as well as development of new businesses
- Work closely with other internal departments to support marketing objectives
- Responsible for product development, marketing plans, promotion strategies, launching plans and market analysis
- Conduct market research to determine market requirements for existing and future products
- Determine and manage the marketing budget & ROI and deliver marketing activity within agreed budget and ROI
- Develop pricing strategy
- Monitor, review and report on all marketing activity and results
- Review future marketing and new product development opportunities and activities
- Motivate team, individuals through checking performance management strategies to enhance performance
- Ensure efficient inventory control of the finish products, via an accurate stocks balance report
- Products involved:
 - o GP Section : Poison, OTC, Supplements products
 - o OTC Section : OTC & Supplements products

Assistant Sales & Marketing Manager
B-Crobes Marketing (M) Sdn Bhd
Aug 2011 – Feb 2012

- Responsible for medical sales in private sector.
- Build strong relations and rapport with the Health Care Professionals/ Key Opinion Leaders
- To identify, developing and executing business plan & strategies to increase revenue for the company.
- Budget control to ensure the appropriate management of the operations budget for the region.
- Coordinate with local and overseas distributors
- Organize medical congresses locally and overseas
- Build and maintain good relationship with distributors and work closely with distributors on marketing activities
- Ensure the successful implementation of approved marketing activities towards achieving the set objectives
- Develop training manual for both internal circulation and external activities
- Achieved a 25% of sales increment in the second half of the year compare with the first half of the year in 2011.

Medical Marketing Executive
Fonterra Brands (M) Sdn Bhd

Oct 2010 – Jul 2011

- Assist Medical Marketing Manager on producing POSMs and DA for sales team and preparation on medical conferences as well as other medical events
- Build and maintain good relationship with the KOLs in healthcare industry
- Work with brand team to ensure execution of medical activities by brands is successful

Nutritional Executive
Fonterra Brands (M) Sdn Bhd

Nov 2006 – Sep 2010

- Create the products (Infant Formula) demands in hospital and clinics to the health care professionals (HCPs) within an assigned geographical region.
- Build and maintain good relationship with the HCPs / Decision Makers in healthcare industry
- Conduct health talks (CME) at various hospitals / medical centers to the HCPs to increase to Share-of-Voice (SOV) and Top-of-Mind (TOM) of our products
- Responsibility for the sales process from initial point of contact, presentations, proposals, through contract negotiations and execution. Meet/exceed minimum quarterly and annual sales objectives
- Assist in managing the proposal / presentation process to meet assigned timelines / logistical needs at executive level
- Assist the team management in the development of team members by guiding, coaching, and supporting other team members.
- Provide on-the-job training for the new comers
- Assist medical marketing unit on Market Intelligence within the industry
- Responsible and coordinate with the HCPs / PR / Marketing Personal in Medical Institutions on marketing activities
- Received 6 awards in FY2008/2009 (Best of the Best KRA, Super Star of the year, Call Coverage, Demand Generation, Annum Club Recruitment and Best Region)
- Received 3 awards in FY2009/2010 (Super Star of the year, Best KRA & Demand Generation)

2012	Multimedia University (MMU), Malaysia Master's Degree in Business Studies/Administration/Management Major in Multimedia Marketing Grade : Grade A/1st Class
2006	University Kebangsaan Malaysia Bachelor's Degree in Food Technology/Nutrition/Dietetics Major in Nutrition

Grade :Grade B/2nd Class Upper

Publication

Poster Presentation in National Sport Nutrition of Malaysia Conference,
Jan 2007

Title : Comparison of Body Composition among National Athlete in
Combative Sport