



Tan Doo Inn

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SUMMARY

A highly focused Marketing & Sales Manager with a minimum experience of 10 years in property real estate who can develop and execute concise and comprehensive marketing plans and sales programs.

Conduct market research on current trends, customer demand to support and recommend for future development. Review product and pricing to identify challenges, and to develop and act on marketing tools efficiency promptly. Working closely with the sales team and networking with real estate agents and business associates to achieve both sales targets and marketing objectives.

Familiar with branding and wide range of promotional tools not limited to indoor or outdoor advertising & promotions, but also online digital platforms from social media to live casting. Managed to establish yearly campaigns and events for seasonal and celebration of launches to completion of property.

Formulate marketing budget and strategize marketing plans based on analyzing budget efficiency across promotional tools to target audiences, and awareness or branding campaigns to sales oriented.

Working with top listed developers with a variety of overseas sales & marketing experience in multiple collaboration with overseas real estate agencies. Lead for project briefing, conduct many site tours and visit surrounding amenities with exclusive tours arrangement.

EDUCATION

2008-2010 UNIVERSITY OF TUNKU ABDUL RAHMAN Bachelor Degree

- ☐ Bachelor's Degree in Business Administration of Entrepreneurship
- ☐ Grade: 2nd Class Lower

2006-2008 COLLEGE OF TUNKU ABDUL RAHMAN Diploma

- ☐ Diploma in E-Commerce and Marketing
- ☐ Grade: 2nd Class Lower

EXPERIENCE

2022.03-Present SENIBONG COVE DEVELOPMENT S/B Manager

- ☐ Hiring and coaching new marketing talent for marketing plan, timeline, budget and source for quotation. Re-structure the approval templates and provide guidance for improvement
- ☐ Proactively meet with suppliers to discuss current and future needs to ensure competitiveness and effectiveness of marketing strategy and plan
- ☐ Enhance the re-branding exercise through proposed overall master thread design and created the corporate identity internally across prints and digital artwork design
- ☐ To manage, plan and design content marketing of monthly social media calendar with branding and product development postings, lead generation with A/B testing aimed on targeted market
- ☐ In-charged with two sales galleries renovation plan that included all marketing collaterals for branding & corporate wall, milestone and key development, awards winning as well as graphic visuals design.
- ☐ Key campaign with full stream of online and offline advertising and promotion plan, collaboration with business association, process and procedures of redemption to payments
- ☐ Planned and executed Q2 marketing plan with minimal manpower and delivered within the time frame. Recommended more marketing exposure and listing tools with thorough cost sensitivity test and variety of platforms and agencies
- ☐ Recommended and adopted by top management on the overall light up plan for retail village in conjunction with enhancement of publicity and advertising
- ☐ Summary of visitorship (walk-ins), from March to May total increased at 77%. In April, average 83 visits per week, a total 30% increase compared month to month. In May, average 113 visits per week, a total 36% increase compared month to month.
- ☐ Summary of leadgen from social media, from March to May total increased at 95%. From March to April resulted in a 74% upside, from April to May resulted in a 12% upside. Overall foreign sources of leads took up 320% comparing the month of March over the month of May.

Key Projects:

- 01. Senibong Cove & Senibong Hills**
- 02. Crest@Austin**
- 03. Kews**

- ☐ Use marketing skills to update and manage the social media pages with pertinent postings about products and developments
- ☐ Utilized buyer profile data by project to have marketing recommendations for marketing and sales approaches for optimal results
- ☐ Proactively meet with agency to discuss current and future needs to ensure competitiveness and effectiveness of marketing strategy and plan
- ☐ Key campaign with full stream of online and offline advertising and promotion plan, collaboration with business association, process and procedures of redemption to payments.
- ☐ Identified project issues and challenges, strategise marketing robust plan including sellable price and total promo budget and A&P budget.
- ☐ Conduct sensitivity pricing and profit impact
- ☐ Yearly marketing A&P, Capex budget planning, quarterly update spending and monitor overall Exco approved budget with Finance & Contract department
- ☐ Coached new marketing talent and recommend training for improvement
- ☐ Provides consultation, guidance and assistance to marketing and sales team for consistent positive morale
- ☐ Recommended more efficient marketing procedures and policies including tools and technology that identified solutions for approval bottlenecks
- ☐ Actively involved in community living and maintained relationships as JMB chairperson across completed projects to upkeep growth marketing of retention and referral
- ☐ Key leader station in few Hong Kong roadshow and Korea seminar in collaboration with overseas agencies
- ☐ Recorded highest sales for the region at RM308mil in 2017.
- ☐ Approximately total sales at RM745mil from 2017 to 2020. To-date at total RM1 billion sales for the southern region
- ☐ Promoted from assistant manager to manager 1 within a year with a proven sales record and proactive marketing strategy plan and re-branding
- ☐ Promoted to manager 2 in 2019 with continuous successful launches, bumi release and vacant possession for residential and commercial property.
- ☐ Receiving honors of certificate from CEO result of leading sales and marketing department with the absence of HOD over the year and extensively job scope expansion

Key Projects:

- 04. Sunway Lenang Heights (high end landed - bungalows & semi-d)**
- 05. Sunway Citrine Residences & Hub (high rise, retail & offices)**
- 06. Sunway Emerald Residences (semi-d, cluster & link houses)**

07. Sunway Emerald Boulevard (shoplots)
08. Sunway Grid Residence & Hub (high rise, retail & offices)
09. Sunway Citrine Lakehomes (townhouse & link houses)
10. Upcoming projects planning design, sensitivity pricing analysis and market research:-
 - a. Plot L4 Sunway Maple (25-acre landed apartment)
 - b. Plot L5 (22-acre landed home)
 - c. Plot P6 (15-acre landed home)
 - d. Sunway Lenang Heights (Phase 1B2 - bungalow)
 - e. Sunway Lenang Heights (38-acre high rise and landed)

2015.06-2017.02 MACROLINK INTERNATIONAL LAND Assistant Manager

- ☐ Resolve conflicts and facilitated changes in the structure of the marketing group to ensure a swift response to marketing problems and opportunities
- ☐ Key leader station in Shanghai and Beijing HQ for sales event campaign, follow up signing agreement and collections
- ☐ In-charge of advertising brainstorm meeting with China media agency, development briefing and training to sales agency together with activated progressive marketing plan for localized social media platform for both local and overseas
- ☐ In-charge for the sales and marketing campaign across 6 major cities in China, and part of the tour lead for sales campaigns across Beijing, XiNing, ChangSha, YueYang, NanNing, and YinChuan
- ☐ Key leader station in Shanghai and Beijing HQ for sales event campaign, follow up signing agreement and collections
- ☐ Sales & marketing tour for overseas prospects visit to Johor Bahru's education institutional, leisure & tourist spot, medical hub, and show unit tour. Continue with project briefing, unit selection to booking and agreement signing
- ☐ Recorded a total sales approximately RM300mil from 2016 to 2017

Key Projects:

01. The M (mixed development)

2013.04-2015.05 TROPICANA CORPORATION BERHAD Assistant Manager

- ☐ Monitored competitive products and marketing activities to keep in line with consumer trends and marketable pricing to design concept

- ☐ Conducted marketing surveys on current and new product concepts, layout design, overall usp to pricing and provided feedback and recommendation for future product development
- ☐ Proposed new sales packages and special promotion on case to case basis
- ☐ Promoted from executive to senior executive in year 1 and subsequently promoted to assistant manager in year 2 with proven aggressiveness and commitment with expansion of workload and job scope from sales and marketing to business development and development planning

Key Projects:

- 01. Tropicana City Centre (22-acre high rise mixed development)**
- 02. Tropicana Danga Cove (38-acre of shop lots - Oasis, Oasis 2 & 3)**
- 03. Tropicana Danga Cove (48-acre landed - Ayera Residences)**
- 04. Upcoming projects' masterplan planning design, sensitivity pricing analysis and market research:-**
 - a. Tropicana Danga Cove (138-acre future mixed development)**
 - b. Tropicana Danga Lagoon (72-acre landed, commercial & high rise)**
 - c. Tropicana Business Park (120-acre of factory park)**
 - d. Botanica 330 (329-acre high end landed, retail and high rise)**
 - e. Rimba Residences (5-acre serviced apartment)**

2012.04-2013.03 GREAT VISION ADVISORY

Mortgage Advisor

- ☐ Generate sales through assisting developer sales and referrals to provide mortgage service and consultation.
- ☐ Maintain well relationships and services with existing clients to cross sell products and arranging for signing agreements
- ☐ Promoted as Assistant Sales Manager

2011.04-2012.03 HSBC BANK BERHAD

Mobile Banker

- ☐ Acquire new customers and approach existing customers for new products via cold-calling, roadshow and referrals
- ☐ Proactively site visit and appointment with new client for new sales and cross selling products
- ☐ Top 3 achievers for consecutive 6 months sales campaign

HONORS

☐ **2022 PropertyGuru Malaysia Property Awards**

(to be announced in Gala Dinner by 18th November 2022)

- ☐ Best Completed Landed Development - Winner (Hills Residences)
- ☐ Best High End Landed Development - Winner (Lagoon Residences)
- ☐ Best Mid End High Rise Development - Winner (Summit@Lagoon Residences)
- ☐ Best Mass Market Landed Development - Winner (Ruby Terrace, Crest@Austin)
- ☐ Best Commercial Landscape Architecture Design - Winner (Emerald Business Park, Crest@Austin)
- ☐ Best Township Developer - WM Senibong (Senibong Cove, Senibong Hills and Crest@Austin)

☐ **2021 Star Property Awards**

- ☐ The Family-Friendly Development - Excellence (Sunway Citrine Lakehomes)
- ☐ The Cornerstone Development - Excellence (Sunway Citrine Lakehomes)
- ☐ The Creative Space Development - Excellence (Sunway Grid)
- ☐ The Earth Conscious Development - Excellence (Sunway City Iskandar Puteri)

☐ **2020 Star Property Awards**

- ☐ The Proximity Award “Best Integrated Development” - Excellence (Sunway Citrine)
- ☐ The Luxury Series Award- Honours (Sunway Emerald Residence)
- ☐ The Southern Star Award - Excellence (Sunway City Iskandar Puteri)

☐ **2019 Star Property Award**

- ☐ The Five Elements Award “Best Comprehensive Township (above 1800-acre)” - Excellence (Sunway City Iskandar Puteri)

☐ **2018 Star Property Award**

- ☐ The Best Quality & Furnishing Development Award - Excellence (Sunway Lenang Heights)

CAREER TRAINING & DEVELOPMENT

- ☐ **The 7 Habits of Highly Effective People (Franklin Covey)**
- ☐ **First Time Manager (The Ken Blanchard Companies)**
- ☐ **Situational Leadership II Model (The Ken Blanchard Companies)**
- ☐ **Sunway Leadership Competencies (Sunway Group)**

SKILLS

- ☐ **Social Media Marketing**
- ☐ **Market Research & Pricing**
- ☐ **Event & Campaign Management**
- ☐ **Product Planning & Marketing**