



SAMUEL TAN CHENG CHUNG

MSc, B.Eng(Hons), GradIEAust

PERSONAL INFORMATION

Age: 32 **Nationality:** Malaysian
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EDUCATIONAL BACKGROUND

MSc• PROJECT MANAGEMENT

SEP 2015 – JAN 2018

CURTIN UNIVERSITY MALAYSIA

"CRITICAL FACTORS AFFECTING VIRTUAL TEAM PERFORMANCE DURING PROJECT EXECUTION"

B.Eng (Hons)• ELECTRONIC & COMMUNICATION ENGINEERING

JAN 2011 – AUG 2015

CURTIN UNIVERSITY MALAYSIA

"HEART RATE MONITOR WEARABLE DESIGN"

KEY SKILLS

- Project Management
- Budgeting and Cost Benefit Analysis
- Market Research and Competitor Analysis
- Data Analysis and Reporting
- Multiple Stakeholders Management
- Effective Communication and Presentation
- Partnership & Negotiation
- Problem Solving & Informed Decision-Making
- Supply Chain, Inventory & Resource Management
- Visual Merchandising & Content Creation

LICENSE & CERTIFICATION

INSTITUTION OF ENGINEERS AUSTRALIA MEMBERSHIP

NO: 5582046 (29 NOVEMBER 2016)

INSTITUTION OF ENGINEERS MALAYSIA MEMBERSHIP

NO: 50793 (20 MARCH 2017)

LEMBAGA JURUTERA MALAYSIA

NO: 137098A (21 SEPTEMBER 2016)

FEDERATION OF INVESTMENT MANAGERS MALAYSIA (UT)

NO: 058-0-25120 (NOVEMBER 2020)

FEDERATION OF INVESTMENT MANAGERS MALAYSIA (PRS)

NO: P-058-0-21487 (MAY 2022)

AFFILIATION

KELAB GOLF MIRI (KGM) - 8802-01

MANULIFE INVESTMENT MANAGEMENT - F184, A01832

BACKGROUND

Results-driven and experienced Regional Trade Event Planner & Operations professional in the Malaysian Telco industry. Possessing strategic sales planning skills to drive market share acquisition and retention while aligning with current market trends. Equipped with risk and cost-benefit analysis abilities, capable of overseeing both project budget expenditures and execution progress, providing valuable information for informed decision-making. Demonstrating exceptional effective communication skills and coordination abilities to collaborate with diverse stakeholders for the seamless execution of projects on both nationwide and regional levels.

EXPERIENCE

Regional Trade Marketing Event Planning & Operations Support Specialist (Sarawak) CELCOMDIGI BERHAD

Kuching / Apr 2023 until Present

Regional Sales Planning & Budgeting Skills

- Conclude Regional Quarterly Budget for both Celcom and Digi brands across all sales channels, accompanied by a comprehensive cost-benefit analysis.
- Provide informed decision-making during the Regional Weekly Sales Meeting by continuously monitoring and assessing the ROI of each roadshow and tactical program.
- Ensure timely acquisition of roadshow tools and support while adhering to budgetary guidelines and cost-effectiveness.
- Efficiently coordinate and oversee the CelcomDigi Jelajah Jom5G project.
- Coordinate roadshows and events at CelcomDigi Network Integration/MOCN Site throughout Sarawak.

Stakeholder Management, Cross Functional Skills

- Manage internal and external stakeholders (Vendors, Event Organisers, Mall Management, Sales Team) for large-scale roadshows, projects, events, and programs.
- Debrief frontliners on the latest product offers and product focus during roadshows.
- Negotiate and execute exclusive partnership agreements with malls, particularly for Festive season roadshows or local state events.
- Partner with Vendors (Vivo/Oppo/Samsung) for the latest flagship model launching roadshows.
- Collaborate closely with cross-functional teams to ensure seamless payment processes and minimize payment delays for roadshows and project deliverables.
- Efficiently identify, resolve, and ensure compliance with HQ standards for any problems encountered during the roadshow.
- Synchronize with Technology team for upcoming local state government events, capitalizing on sales opportunities and ensuring network stability at the roadshow venue.

On-ground Market Analysis Skills

- Collect market insights on competitors' nationwide and regional programs, including their Point-of-Sale Materials (POSMS), during market visits.
- Consistently pursue partnership opportunities with local state ministries, universities, and corporate entities to organize CSR programs and roadshow activities across Sarawak.
- Develop localized Point of Sale Materials (POSMS) visuals and sales pitches tailored to the Sarawak Sales Team.
- Strategically positioning print and digital advertisements to elevate CelcomDigi product awareness.
- Fairly distribute roadshow resources based on market segments to drive sales for both Celcom and Digi brands, including CelcomDigi Fibre.
- Consistently fostering creativity and generating fresh ideas for the sales team to interact with customers during roadshows.

PROJECTS COMPLETED

IRAU ACO LUN BAWANG • MAY – JUN 2023

30 May – 3 Jun 2023

Lawas • Dataran Bandar Lawas

- Sales Channel activities planning, Event Organizer Coordination
- Digi marketing and branding (Digital Advertisement)

PRE-GAWAI MAJOR ROADSHOWS • MAY 2023

26 May – 31 May 2023

Kuching • Miri • (Vivacity Megamall, Boulevard, Bintang Megamall)

- Sales Channel activities planning, Event Organizer Coordination
- Digi marketing and branding (Digital Advertisement)

MINGGU PERPADUAN KEBANGSAAN • MAY 2023

20 May – 26 May 2023

Kuching • (Plaza Merdeka, Amphitheatre Waterfront Kuching)

- Sales Channel activities planning, Event Organizer, Govt Agencies Coordination
- Digi marketing and branding (Digital Advertisement)

SANYAN PESTA RAYA • APR – MAY 2023

20 Apr – 13 May 2023

Sibu • Wisma Sanyan

- Sales Channel activities planning and Event Organizer Coordination

PRE-RAYA MAJOR ROADSHOWS • APR 2023

14 Apr – 24 Apr 2023

Kuching • Miri • (Aeon Mall, Vivacity Megamall, Bintang Megamall)

- Sales Channel activities planning and Event Organizer Coordination

PRE-CNY MAJOR ROADSHOWS • JAN 2023

13 Jan – 20 Jan 2023

Kuching • (Vivacity Megamall, The Spring, Plaza Merdeka)

- Sales Channel activities planning, Event Organizer Coordination
- Digi marketing and branding (Digital Advertisement)

CHRISTMAS MAJOR ROADSHOWS • DEC 2022

23 Dec – 31 Dec 2022

Kuching • (Vivacity Megamall, The Spring, Plaza Merdeka)

- Sales Channel activities planning, Event Organizer Coordination
- Digi marketing and branding (Digital Advertisement)

HARI SUKAN NEGARA DAERAH MIRI • OCT 2022

13 Oct – 16 Oct 2022

Miri • Tanjong Lobang Beach

- Sales Channel activities planning and Network deployment

BORNEO MUSIC FESTIVAL 2022 • SEP 2022

9 Sep – 10 Sep 2022

Kuching • Sarawak Cultural Village

- Sales Channel activities planning and Network deployment

MOBILE LEGEND TOURNAMENT • JUL 2022

17 Jul 2022

Miri • Bintang Megamall

- Sales Channel activities planning and Network deployment
- Digi marketing and branding (Digital Advertisement)

DIGI X MOF • JUN 2022

7 Jun 2022

Limbang • Medamit (Tapak MCS)

- Sales Channel activities planning during Gawai period

PESTA BABULANG • JUN 2022

3 Jun – 5 Jun 2022

Limbang • Batu Danau (Dewan Masyarakat Batu Danau)

- Sales Channel activities planning during Gawai period

SELAMAT HARI GAWAI FROM DIGI • MAY 2022

26 May – 28 May 2022

Kuching • Sibu • Bintulu (Bus Terminals)

- Street Buntings, Bus Wrap, Bus Sentral Branding, Digital & Static OOH
- Guerrilla Attack at Bus Terminals Pre-Gawai period

DIGI X THE SPRING ROADSHOW • MAR 2022

25 Mar – 31 Mar 2022

Kuching • The Spring Mall Kuching

- Sales Channel activities planning and Event Organizer Coordination
- Digi marketing and branding (Digital Advertisement)

DIGI X SAMSUNG S22 ROADSHOW • MAR 2022

4 Mar – 6 Mar 2022

Kuching • The Spring Mall Kuching

- Sales Channel activities planning and Vendor Coordination
- Digi marketing and branding (Digital Advertisement)

PAST EXPERIENCE

Regional Channel Marketing, Senior (Sarawak)

DIGI TELECOMMUNICATIONS

Kuching / Feb 2021 until Mar 2023

Management, Regional Sales Planning & Budgeting Skills

- Plan, propose, prepare, and submit Regional Quarterly Budget approval with cost-benefit analysis for all three channels.
- Monitor progress and evaluate ROI of each nationwide and regional tactical programs across all four channels and review weekly with Regional Management Team (RMT).
- Conduct briefings and summarize latest offers for the Sales Team to debrief their dealers.
- Offer technical support, product knowledge, and trade program information to newly onboarded sales personnel.
- Perform audits throughout Sarawak Region and report findings to the HOR, RMT, and HQ.

Operational Tasks

- Coordinate with internal and external stakeholders on large-scale roadshows, projects and programs including those initiated by HQ.
- Ensure compliance of roadshow setup and store planogram with the standards set by HQ.
- Monitor the progress of installation and maintenance work carried out by contractors.

Channel Marketing

- Ensure timely delivery and deployment of POSM materials throughout the Sarawak region.
- Equitably allocate roadshow resources based on market segment and suitability.
- Propose new signage, shop front banners and street buntings at strategic locations.
- Negotiate and execute partnership agreements with malls for sales & branding opportunities.
- Create localized POSM visuals and sales pitches for Sarawak Sales Team.

Market Insight

- Gather market insights on competitors' nationwide and regional programs including their POSMs during market visits.
- Continuously search for strategic locations and local event venues suitable for roadshow activities throughout Sarawak.
- Identify potential touchpoints especially from the cold site during market visit.

District Sales Manager (Miri/Lawas)

CELCOM AXIATA BERHAD

Miri / Feb 2019 until Feb 2021

Account Management Skills

- Manage and expand the network of Celcom authorized dealers and Bebozz agents in Miri and Lawas Territories.
- Analysis dealers' performance and guide them to ensure they maintain their ranking in Celcom Dealer tier system.
- Conduct briefing sessions to educate frontliners on new product offerings and promotional techniques as well as resolve technical issues faced by dealers and frontliners.

Sales Planning and Merchandizing Skills

- Stay informed about competitors' recent strategies and suggest new programs or events to defend or increase market share.
- Suggest, prepare, arrange, and assist in dealers' roadshow events including managing sales promoters.
- Propose mini trade programs to enhance sales activities for underperforming clusters.
- Adhere to HQ's planogram guidelines by installing the latest POSM at dealers' outlets and removing outdated materials.

Network Analysis

- Consolidate complaints from dealers and customers regarding network problems.
- Notify the network performance team about the network issues, providing comprehensive details for prompt investigation and response.
- Continuously monitor the progress of network issue resolution and keep dealers informed on estimated timeframe for network recovery.

Retail Sales Supervisor

MOBILE PHONE STORE

Miri / Jan 2015 until Dec 2018

Retail Store Management and Retail Sales Expertise

- Manage store's daily operation, resolve customers' problems, monitor daily sales performance, and product stock levels.
- Educate new staffs on products' characteristics and ways to promote products.
- Mobile phone & Laptop repair, Promote Telco & Home Fibre Plans, Mobile phone accessories.

ACHIEVEMENTS

Digi Telecommunications

- Promoted to Senior Position (C5) Apr'22

Celcom Axiata Berhad

- Achieve Highest AWMi KPI in SIS Q3'20
- Top DSM Sarawak Region Q1'19 & Q2'19
- Rank 1 & 2 for Top Performance Growth DSM Sarawak Region Apr'19 & Jun'19