

# Chan Yin Ching, Jessica

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## Profile

Fifteen years of experience in Consumer Marketing and Consumer Healthcare across FMCG & Pharmaceutical industries, in group brand marketing, strategic planning, digital media marketing, e-commerce, content marketing, national campaign development, new product launches, consumer research/ insights and public relations.

Two years of medical healthcare professional marketing working in leading global dermatology pharmaceutical company with passion to learn and growth mindset. Trilingual; with fluent spoken and written skills in English, Bahasa Malaysia & also Cantonese (spoken).

**Skills/ Strengths**

- Confident communicator with strong presentation skills.
- Achievement oriented with strong consumer marketing capabilities
- Performance driven, analytical and strong strategic thinking
- A resourceful and motivated team player with ability to work under pressure
- Excellent interpersonal skills working with people at all organisational levels, with strong leadership and collaborative spirit.

## Work Experience

### **Galderma Malaysia Sdn Bhd**

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|--|--------------------------|
| ▪ <b>Marketing Manager of 2 Business Units (Dermatological Skincare &amp; Therapeutic Dermatology)</b> | <b>01/2022 – Present</b> |
| ▪ <b>Marketing Manager (Dermatological Skincare)</b>   | <b>04/2021 – 12/2021</b> |
| ▪ <b>Senior Brand Manager – Dermatological Skincare</b>  | <b>09/2016 – 03/2021</b> |

#### **Key Responsibilities:**

- Marketing lead for consumer brands & medical therapeutic brands in Malaysia market including Cetaphil, Cetaphil Baby, Benzac, Differin, Epiduo, Tri-luma amongst others. Drive branding and marketing agenda with internal stakeholders, local & regional; and external from creative and media agencies, research, PR agencies to deliver marketing & business objectives.
- Anchor strategic yearly brand plans for key brands and drive future growth with innovation agenda, working closely with Sales team, Regulatory, Finance, Supply and Region.
- Leading a team of 4 marketeers and oversee all marketing campaigns for direct to consumer brands including ATL & BTL development, consumer research, budget management, media strategies & execution, NPD launches and supporting category management efforts backed by consumer/shopper insights; and also medical marketing to healthcare professionals (HCP) including championing scientific agenda on atopic dermatitis, acne, sensitive skin and hyperpigmentation skin conditions via continuous medical education programs, developing KOLs and speakers via scientific trainings and strategic HCP engagements, and dermatology congresses and symposiums.

#### **Key Accomplishments:**

- Successfully launched new Go-To-Market model in 2023 for medical healthcare professional channel, in collaboration with multiple internal local and regional stakeholders in setting up new team of product specialists and marketeers with clear strategic imperatives, stretch growth goals and re-establishing Galderma presence in healthcare professional channel with new HCP engagement programs.
- South Asia Lead for development of 2021 Skin Awareness Month campaign to strengthen brand leadership in sensitive skin; bridging dermatological expertise to consumers via digital-first consumer & i360 customer activations, resulting in Malaysia +15% sales revenue vs P6M and market share gain +330bps vs YA, +180bps vs RQTR.

- Successfully established marketing fundamentals for Consumer brands in local market, including strategic portfolio repositioning, launching digital first performance media strategies and new media agency, setting up consumer research, retail audit and public relations and marketing budget optimisation.
- Consecutive double-digit sales growth for brand Cetaphil in first 2 years with successful optimisation of working media investment and insight-driven marketing campaign on digital media, social media influencers and in-store category management expansion.
- Developed local portfolio strategy for total Cetaphil brand, with clear product roles and growth drivers for focused and effective campaign planning with marketing agencies and sales team.
- Set up local consumer insights for Cetaphil via consumer quantitative study (BHM-since 2017) and retail audit (Nielsen- 2018) for effective data-driven marketing planning.

#### **Pepsico Malaysia Sdn Bhd**

- **Senior Brand Manager – Foods + Beverages**
- **Brand Manager – Non Carbonated Beverages**

**09/2014-09/2016**

**01/2011-08/2014**

#### **Key Responsibilities:**

- Assist Marketing Manager in developing strategic yearly brand plans for 3 beverage brands (Tropicana, Gatorade & Lipton) and ensure marketing campaigns execution to meet brand objectives and profitability.
- Lead the branding agenda with bottler, creative and media partners, research agencies, BTL agencies, Regional team and the cross-functional departments.
- Drive future growth with innovation pipeline, working closely with R&D, Regional Marketing, Regulatory, Nutrition team, Operations, Supply Chain and Bottler and develop strong above the line and below the line marketing campaign.

#### **Key Accomplishments:**

- Localised new global proposition of Tropicana in Malaysia ; by delivering new insight-driven thematic campaign which successfully increased market share +2.2pts within the 2 months of campaign activation vs same period last year.
- Established Tropicana product portfolio with clear product roles and growth strategies in 2015, with objective of strengthening brand leadership and driving nutrition agenda.
- Successfully launched Tropicana Twister Orange Juicy Burst in June 2012, supported with a strong ATL campaign that included a differentiated TVC with strong product claim, radio, print and outdoor to drive awareness; and engaged bottler on BTL program with sampling and trade execution to drive trial. This campaign successfully increased +3.5pts market share within 6mo and +2 pts in Awareness and +3pts in Trial scores for brand Tropicana.

#### **Reckitt Benckiser (M) Sdn Bhd**

- **Assistant Brand Manager – Personal Care (Malaysia & Singapore)**
- **Commercial Management Trainee- Marketing & Sales**

**07/2008- 12/2010**

**07/2007-06/2008**

#### **AYA Network Bhd (Asian Youth Ambassadors) NGO**

Advertising & Promotions Coordinator

**02/2006- 07/2007**

#### **BBDO Malaysia Sdn Bhd**

Advertising Senior Account Executive

**08/2004- 01/2006**

### **Career Awards**

#### **Galderma S. A**

- **Winner of the 2022 Galderma CEO Global Award (Cetaphil Skin Health Awareness Month campaign).**

### **Education Qualifications**

#### **Murdoch University, Perth, Western Australia**

Bachelor of Arts in Mass Communication (Public Relations and Journalism), 2004

#### **Sekolah Menengah (P) Convent Bukit Nanas, Kuala Lumpur**

Sijil Pelajaran Malaysia with Grade 1, 9As, 1999