



# ASHWIN KAUR

Marketing Executive

☎ 017-2582011

✉ ashwinz\_20@yahoo.com

📍 No.5 Jalan Kemuning Bayu  
33/32 J Taman Kemuning  
Utama, 40400 Shah Alam,  
Selangor

## ABOUT ME

Hardworking, creative and proactive . Specialized in Sales & Marketing. Ambitious, eager to keep growing and evolving in my profession. Constantly developing new skills and abilities.

## WORK EXPERIENCE

## EDUCATION

### Bachelor of Biomedical Science (Hons)

Management & Science University (MSU)  
2015-2018

Foundation in Science  
Lincoln University College (LUC)  
2014-2015

## EXPERTISE

Sales Knowledge

Marketing Communications

Customer Service

Product Demonstrations

Marketing Strategies

## LANGUAGE

English

Bahasa Melayu

December 2022-July 2023  
Beacon Hospital, Petaling Jaya

### Marketing Executive

- Establish insurance network plan, objectives and procedure together with superior to achieve set KPI.
- Plan, organize and moderate webinar and physical hospital tour for insurance network.
- Build engagement plan for better improvement and growth of insurance agents' referral and revenue.
- Prepare and deliver appropriate presentation on services and company updates.
- Promote the hospital brand, facilities, services and expertise through targeted events, both physical and virtual.
- Assist in managing a database of vendors, participants, clients, partners and ensuring processes and records are up-to-date.
- Support the team and company in preparations of major events e.g. MoU signing ceremonies, new service/product launches, VIP visits or tours.
- Manage and/or support public forums or events which includes registration of guests, photography, preparation of souvenirs and communication materials.
- Manage timely installation of hospital-wide signages, frames, notice boards, way-finding etc.

July 2021-November 2022  
Infinity Medical Sdn Bhd, Shah Alam

### Product Specialist

- Manage sales call and sales leads with specialist centers. Work closely with Marketing Team to understand the benefits and use of medical devices as well as supporting workshops and launch of new products, roadshow and other sales leads. Perform business development, prospecting new accounts and market updates.
- Delivering the right product uses and applications to healthcare professionals. Identifying customers' needs and recommending company products that best fulfil those needs. Prepare status reports, including activity, closings, follow-up and adherence to goals.
- Follow-up for collection of payment.
- Deliver and maintain a high level of friendly service, build good customer rapport and engage customers through consultative selling to achieve a high level of customer satisfaction.



# ASHWIN KAUR

Marketing Executive

---

## ACHIEVEMENTS

### Management & Science University (MSU)

- Best poster presenter for Research Methodology (Feb 2017)
- Fundraising Achievement Award for KiSSH Charity Project (2016)
- Dean's List Award for semesters Sept 2015, Feb 2016, and Feb 2018

### SMK Taman Sri Muda

- Secretariat Achievement Award for the 'Parliamentary Style Debate Competition' (2013)

### Sunway University

- Awarded as the fourth runner up in 'The Oxford & Cambridge Society of Malaysia English Language Event' (2012)

## ACTIVITIES

- Participated in the Malaysian Book of Record (MBoR) for the 'Highest Number of Digital Posters in a Single Competition' in conjunction with World Aids Day (2016, MSU)
- Participated in the Malaysian National Chemistry Quiz 2013, organized by Institut Kimia Malaysia

## WORK EXPERIENCE

April 2019-May

2021  
Asia Assistance Network, Petaling Jaya

### Medicheck Officer

- Service provider for insurance companies, banks and corporate entities to arrange for pre-requisite check-ups at clinics or hospitals for policyholders,
- Make calls to customers and liaising via emails to arrange appointments.
- Prepare and provide reports to corporate clients. Obtaining APS (Attending Physician Statements) from hospitals on behalf of customers.
- Coordinating workflow and ensuring all customer support functions are completed within the service turnaround time.

## REFERENCES

### Ms Katrina Low Yan Mee

Beacon Hospital; Marketing Manager

03-77873992

Katrina.low@beaconhospital.com.my

### Mr Sia Chee Yen

Infinity Medical ; General Manager

012-3037921

### Ms Yap Lee Chin

Asia Assistance Network; Team Leader

03-76283855