



## Joyce Chan

Digital Marketing Manager (4 months)  
Grand Meltique Food Trading Sdn Bhd

(+60) 193546876 | joyce\_mlc@yahoo.com | MYR 12,000 | Masai, Johor

## Experience

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24 years of total experience

Sep 2021 - Dec 2021  
(4 months)

### Digital Marketing Manager

Grand Meltique Food Trading Sdn Bhd | Johor, Malaysia

Industry	General & Wholesale Trading
Specialization	Digital Marketing
Role	Business Development
Position Level	Manager
Monthly Salary	MYR 8,500

- Overseeing the strategies and growing new leads which include marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content
- Conceptualize and design creatives and engaging digital media content/campaigns across various channels/platforms (Facebook, Instagram, TikTok, YouTube)
- Building the bricks and managing a fruitful enrichment content marketing/editorial calendar that attracts a qualified audience which includes the websites, social media, etc.
- Plan and execute annual marketing event calendar (online and offline) closely with all relevant teams to increase our brand awareness
- Strategize and coordinate the digital marketing plan with the relevant departments, collaborators, and/or external vendors to optimize and elevate the organization's visibility and branding as well as build a lasting digital connection with stakeholders
- Implement and manage all digital media channels/platforms including all on-site and off-site SEO/SEM initiatives (i.e. link building, content development, SEM and SEO, conversion rate optimization testing)
- Manage and motivate team members, providing coaching for the team to execute on a clearly defined marketing plan

#### Achievements:

1. Setup a low-budget professional studio for shooting short-form videos
2. Started social media campaigns to generate new leads and managed to maintain a conversion rate of 10-15%
3. Organized a closed-door food sampling event
4. B2B client base was increased by 25%

May 2021 - Aug 2021  
(4 months)

### Marketing Manager

Kolej MDIS Malaysia | Johor, Malaysia

Industry	Education
Specialization	Digital Marketing
Role	Business Development
Position Level	Manager
Monthly Salary	MYR 8,500

1. Lead and oversee the development and implementation of Kolej MDIS Malaysia's brand strategies and tactical marketing campaigns for lead generation

2. Identifying branding opportunities and work with head office (MDIS Singapore) to develop contents for dissemination via press releases, newsletters, websites, social media and other distribution channels
3. Serve as the organization's primary media liaison for public events or crisis communications
4. Provide sound advice on all internal and external communications-related matters, media relations, etc.
5. Develop marketing plan with approved budget and conduct market research as and when required
6. Manage all digital channels, websites, social media and emails
7. In-charge of the creative direction and contents of all marketing collaterals
8. Develop, plan and execute all ecommerce strategy and digital advertising campaigns, email, social media and display advertising
9. Create all content marketing initiatives to drive traffic, leads, awareness and/or other important metrics
10. Collaborate effectively with internal stakeholders such as local and international sales teams to provide them with appropriate resources to achieve student recruitment number and revenue targets
11. Plan and execute branding events such as roadshows and education fairs
12. Performing other duties as may be assigned by the relevant authorities of the College

**Achievements:**

1. Revamped the college website
2. Redesigned all program brochures and marketing collateral
3. Created a social content calendar and published social content posts on a regular basis
4. Started social media campaigns to generate new leads and maintain a conversion rate of 2-5%

Dec 2019 - Apr 2021  
(1 year 5 months)

## **Marketing Manager**

Seng Liy Engineering (M) Sdn Bhd | Johor, Malaysia

Industry	Construction / Building / Engineering
Specialization	Digital Marketing
Role	Brand Management
Position Level	Manager
Monthly Salary	MYR 7,500

- Create & set up brand persona and direction for a new product range
- Revamp the brand image of the company
- Responsible for building corporate and brand websites, including web contents, SEO, SEM, etc
- Manage all digital channels, websites, social media, emails
- Responsible for creating all contents, i.e. copywriting, photography and videography, for websites, online and social media
- Set up a showroom from a bare store to a creative, versatile space, including layout design, budget planning & controlling, renovation timeline, sourcing & purchasing of all items used in the space
- Set up an in-house studio for ecommerce store
- Set up ecommerce store and develop & plan ecommerce strategies
- In charge of the creative direction and contents of all marketing collaterals (printed & digital version)
- Coordinate all on ground events
- Measure ROI of all marketing activities and prepare & control budgets

**Achievements:**

1. Created a new product brand, Gaea, from definition, positioning, identity, advertising and communications, packaging and showroom design
2. Revamped company branding, from website, social media accounts to all product catalogues
3. Created a social content calendar and published social content posts on a regular basis

4. Prepared and ready all product info for an e-store setup

Apr 2017 - Apr 2019  
(2 years 1 month)

### **Senior Digital Marketing Manager**

Mirame Fintech Sdn Bhd | Kuala Lumpur, Malaysia

Industry	Fintech & app development
Specialization	Digital Marketing
Role	Business Development
Position Level	Senior Manager
Monthly Salary	MYR 10,000

- Build startup brand's (annual) digital marketing roadmap
- Measure ROI + KPIs and prepare budget
- Manage all digital marketing channels (e.g. website, social media, emails) to ensure brand consistency
- Monitor competition and provide ideas to stand out
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm & create new and creative growth strategies
- Liaise with in-house Sales, Content, Design and Tech team to increase client satisfaction through cohesive strategies
- Develop, plan and execute all digital marketing campaigns, incl. SEO/SEM, email, social media & display advertising
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI + KPIs)

#### **Achievement:**

1. Setup the marketing department
2. Created brand positioning, app monetization models & strategies
3. Created all app marketing collateral (online & offline)
4. Heavily involved in UX/UI design & app testing
5. Planned, organized & executed investor pitches

May 2018 - Jan 2019  
(9 months)

### **Digital Marketing Manager**

One Dollar Gadget Interactive PLT | Johor, Malaysia

Industry	Others
Specialization	Digital Marketing
Role	Business Development
Position Level	Senior Manager
Monthly Salary	MYR 10,000

- Manage all digital marketing channels (e.g. website, social media, emails) to ensure brand consistency
- Create growth strategies
- Measure ROI + KPIs and prepare annual budget
- Develop, plan and execute all ecommerce strategy and digital marketing campaigns, incl. SEO/SEM, email, social media, display advertising and influencer network
- Measure and report performance of all ecommerce strategy and digital marketing campaigns, and assess against goals (ROI + KPIs)
- Create all content marketing initiatives to drive traffic, leads, awareness, and/or other important metrics
- Work closely with web development and technical teams

\* This job was project basis.

May 2016 - Apr 2017  
(1 year)

### **Operations & Community Manager, Nike SEA**

## Compass Interactive Sdn Bhd | Selangor, Malaysia

Industry	Advertising / Marketing / Promotion / PR
Specialization	Digital Marketing
Role	Brand Management
Position Level	Manager
Monthly Salary	MYR 7,500

1. Country agency management
  - Managing execution, translation and timeline
  - Monitoring and quality control
  - Training & registration of new members
2. Operations
  - Assets management, content production & distribution across all different stakeholders: agency partners, online wholesale partners, digital commerce stakeholders, country agencies
  - Plan and manage execution of NIKE platforms, i.e. website, Facebook, Twitter, YouTube & LINE
3. Social management
  - Required to attend product briefings
  - Listening & responding strategy & guideline
  - Planning and scheduling of social media content
  - Media amplification planning & coordination
  - Monitoring & pulse performance report
3. Influencer management
  - Coordinate with country agencies to explore new influencers
  - Managing and monitoring of influencer profile
  - Reporting of influencer performance
4. Analyzing and reporting
  - Monthly nike.com, social media and membership reporting
  - Campaign pulse & end of campaign report
  - End of year report
5. Team Management
  - Train, manage, guide and oversee the team in performing the scope of work above
  - Review and work out career progression plan for team members

Jan 2014 - Apr 2016  
(2 years 4 months)

## Content Marketing Manager

Gatvel Vacations (M) Sdn Bhd | Selangor, Malaysia

Industry	Travel / Tourism
Specialization	Digital Marketing
Role	Business Development
Position Level	Manager
Monthly Salary	MYR 6,500

- Create all content marketing initiatives to drive traffic, leads, members/subscribers, awareness, and/or other important metrics (i.e. infographics, guides, etc.)
- Create web/social content on an ongoing basis and to attract site visitors through search, social, and email subscription
- Grow site member/subscriber base by providing them regular, helpful content that's in-tune with their needs
- Develop and manage editorial calendar and production workflows. Editorial requirements include basic SEO understanding, content categorization and structure, content development, distribution and measurement
- Collaborate with designers, writers, product marketing, sales, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and targeted audience
- Manage digital content hubs and all supporting social channels including email/newsletter distribution
- Measure and optimize member program on a regular and ongoing basis
- Convince CEO that my creative ideas are worth investing time, money and effort in

- Evaluate customer research, market conditions and competitor data and strategy and make strategic recommendations according to findings
- Review new technologies and ensure digital strategy on par and aligned with (excellent) global standards and trends

May 2008 - Dec 2013  
(5 years 8 months)

## **Digital Project Manager (Digital Marketing)**

Freelance | Kuala Lumpur, Malaysia

Industry	Advertising / Marketing / Promotion / PR
Specialization	Digital Marketing
Role	Brand Management
Position Level	Manager

- Consistently aim to plan, execute, and otherwise manage profitable projects (campaign based).
- Gather project requirements (business, functional, technical)
- Plan projects by defining scope (based upon requirements and deliverables); creating work-based schedules; mapping out resource requirements; and developing comprehensive budgets.
- Serve as primary client interface on projects for tactical communications.
- Provide value-added input on business strategy, implementation approach options, and creative solutions to problems.
- Consistently manage against "living" project plans and defined budgets.
- Consistently monitor and report upon project progress and budget usage.
- Facilitate regular status meetings (internal and external); maintain periodic status reports.
- Manage cross-functional teams – i.e. strategy, user experience, visual design, and technology.
- Adopt, enforce, and otherwise contribute to overall improvement and quality processes.
- When necessary, interface directly with senior-level clients.
- Actively manage project-related issues; plan contingencies for project-related risks.
- Maintain accuracy and timelines of project financial reporting/project cost accounting.
- Perform web analytics to measure and evaluate campaign results, derive key learnings, develop recommendations.

Apr 2004 - May 2008  
(4 years 2 months)

## **Director/ Senior Producer/ Executive Producer**

Freelance | Selangor, Malaysia

Industry	Entertainment / Media
Specialization	Entertainment/Performing Arts
Role	Producer (Film, TV, Radio, Records)
Position Level	Manager

Handled TVC jobs from advertising agencies/production houses as either director, senior producer or executive producer, my duties included job pitching, providing creative inputs, budget proposal & managing master budget, team assembly, suppliers sourcing and many more.

Clients I worked with: Celcom, Maxis, TM, Ogawa, Coco-Cola, Jati Rice, Bausch & Lomb, Boh Tea, Mamee, Nescafe, Power Root and etc.

Jun 2001 - Mar 2004  
(2 years 10 months)

## **Director/ Producer**

View Hunter Sdn Bhd | Kuala Lumpur, Malaysia

Industry	Entertainment / Media
Specialization	Entertainment/Performing Arts
Role	Producer (Film, TV, Radio, Records)
Position Level	Senior Executive

Directed and produced long-form programs for Disney Channel Asia, Nickelodeon Asia,

Phoenix Satellite Television and other local TV channels.

Jun 1999 - Jun 2001  
(2 years 1 month)

### **Production Assistant/ Vision Mixer**

MEASAT Broadcast Network Systems Sdn Bhd (ASTRO) | Kuala Lumpur, Malaysia

Industry	Entertainment / Media
Specialization	Entertainment/Performing Arts
Role	Others
Position Level	Junior Executive

I was involved in the production of Astro in-house variety show, the only in-house talent show then, and it's now called the 'Astro Star Quest'.

Soon later, I was scouted by another department head and was offered a position as vision mixer (it's called Technical Director in the United States). My duty was to work side by side with the studio director in any studio productions and on-location live broadcast shows.

Mar 1998 - May 1999  
(1 year 3 months)

### **Production Administration Assistant**

Television Corporation of Singapore Int'l | Kuala Lumpur, Malaysia

Industry	Entertainment / Media
Specialization	Entertainment/Performing Arts
Role	Others
Position Level	Junior Executive

The company was the KL brand office of Television Corporation of Singapore (it was re-branded as MediaCorp since 2011). I was mainly involved in the production administration of in-house drama productions and variety shows. Also, I assisted the Executive Producer with artists' work visas and insurance, sponsorship sourcing, freelance crew sourcing, daily production budget allocation and etc.

Jan 1997 - Sep 1997  
(9 months)

### **Technical Director/ Associate Director**

MediaOne Group, Inc | United States

Industry	Entertainment / Media
Specialization	Entertainment/Performing Arts
Role	Others
Position Level	Fresh / Entry Level

Involved in the live productions of a daily news program and a weekly sport program (which was aired on Saturdays).

## **Education**

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1997

### **California State University, Fresno**

Bachelor's Degree in Mass Communications | United States

Major	Mass Communication & Journalism (Broadcast Production)
CGPA	3.3 / 4.0

## **Skills**

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Advanced

Microsoft Office, OpenOffice, Sprinklr, OPAL, Adobe Analytics, WooCommerce, OpenCart, Shopify, WordPress, Drupal, Joomla, Adobe Premiere Pro, Final Cut Pro,

Intermediate

Google Workspace, Google Analytics, Omniture, Kissmetrics  
Moodle, Magento, Tableau, Mailchimp, Campaign Monitor, Photoshop, Illustrator,  
After Effects

## Languages

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*Proficiency level: 0 - Poor, 10 - Excellent*

Language	Spoken	Written
Mandarin (Primary)	10	10
English	10	10
Bahasa Malaysia	6	5

## Additional Info

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Expected Salary MYR 12,000  
Preferred Work Location KL, Johor, Anywhere in Singapore

Other Information

OTHER SKILLS

Video Productions

- Creative concept development
- Expert in budgeting production in any scale
- Skilled in producing and directing in the studio and on location
- Hands-on experience with Adobe Premiere Pro, Final Cut Pro & After Effect
- Experience in handling audio post production
- Familiar with video hosting services, like YouTube, Dailymotion, Vimeo, Jetpack, Youku, Tudou, etc.

Website Development & Administration

- Experience in JavaScript, HTML & CSS
- Hands-on experience with WordPress, Drupal, Joomla, OpenCart & Magento
- Experience in set-up, maintaining, monitoring and analyzing social media accounts/channels, such as Facebook, Google, Instagram, LinkedIn, Twitter, Pinterest, TikTok etc.,
- Familiar with Sprinklr, a social media management system
- Experience in web analytics tools, such as Google Analytics, Facebook/Instagram Insights, Omniture, Alexa, etc.
- Expert in creating e-newsletter
- Experience in maintaining and monitoring mobile messaging apps for brands/products
- Familiar with Linux and Windows server

Graphic Design

- Proficient in Adobe Illustrator, Adobe PhotoShop, etc.
- Passionate about design, such as logo, corporate identity, marketing collateral, etc.

Word Processing & Online File Storage

- Expert in Microsoft Office, OpenOffice, Google Workspace, Zoho, etc.
- Experience with popular file hosting services/sites, i.e. Dropbox, Google Drive, Amazon S3, OneDrive, Box, etc.

Online Advertising

- Experience with Google Ads, Facebook/Instagram Ads, YouTube Ads, LinkedIn Ads, etc.

Others

- Advanced photography skills
- Strong research (esp. web research or keywords), planning and organizational skills
- Detail-oriented, creative and resourceful
- Adaptability

- An experienced leader with the ability to initiate & manage cross-functional teams
- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads - Measurement Certification
- Google Ads Video Certification
- Shopping Ads Certification
- Google Ads Apps Certification

## About Me

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Gender	Female
Age	48 years
Address	33, Jalan Permas 12/9, Bandar Baru Permas Jaya, 81750, Masai, Johor, Malaysia
Nationality	Malaysia

I authorize your handling of my personal details as per “Malaysian Law Personal data Protection Act 2010 (PDPA 2010).