

Sheryn Wong

Marketing Executive

Contact

Location
Subang Jaya, Selangor

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Skills

- Client Relationship Management
- Creative Design Tools
- Cross-Functional Teamwork
- Problem-Solving Abilities
- Communication Skills
- Time Management Expertise
- Adaptability & Flexibility
- Technical Software Proficiency

Software

- Adobe Premier Pro
- Adobe Audition
- Adobe Illustrator
- Adobe Acrobat
- Adobe Lightroom
- Canva
- Capcut
- Microsoft Excel
- Microsoft Word
- Microsoft Powerpoint

Experienced Marketing Executive with a proven track record in independently managing and executing comprehensive marketing strategies. Skilled in multifaceted content creation, event management, and insightful market analysis. Recognized for driving brand growth and engagement through innovative campaigns, combining strategic vision with hands-on execution.

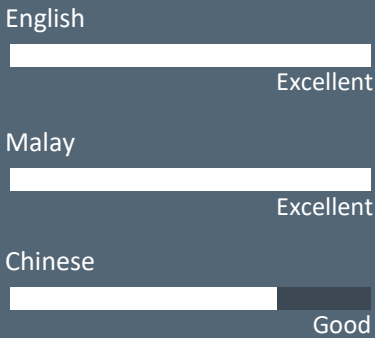
Work History

Marketing Executive (2022 – Present)

ECRI Asia Pacific, Subang Jaya, Selangor

- **Lead a One-Person Marketing Department:** Spearhead all marketing initiatives as a solo department, directly reporting to the Regional Director.
- **Comprehensive Marketing Strategy Development:** Devise and execute annual marketing plans and strategies, including conducting mid-year reviews to ensure alignment with organizational goals and market responsiveness.
- **End-to-End Content Creation and Management:** Personally oversee the entire content lifecycle, from concept to distribution, encompassing writing, visual design, video and podcast production, and creation of marketing collaterals like banners, buntings, and brochures.
- **Content Scheduling and Strategy Execution:** Manage a detailed content calendar to deliver a consistent and strategic flow of marketing communications.
- **Event Management and Collaboration:** Foster relationships with external event organizers to secure speaking opportunities for the team, thereby enhancing brand visibility and thought leadership.
- **Partnership Engagement:** Co-organize workshops with Memorandum of Understanding (MoU) partners to provide specialized training and services to clients, strengthening ECRI's collaborative and educational endeavors.
- **Market Insight and Trend Analysis:** Perform in-depth market research, staying abreast of healthcare trends and client needs to inform targeted marketing initiatives.
- **Trade Show Planning and Execution:** Oversee all aspects of trade show participation, from booth design and supplier coordination to creating engaging displays.
- **Corporate Gifting Program Management:** Manage corporate gifting, including sourcing, selection, quality assurance, and purchasing of gifts, ensuring alignment with corporate standards and client expectations.
- **Educational Seminar Coordination:** Organize educational seminars targeting specific audiences, focusing on disseminating valuable healthcare information and showcasing ECRI's expertise.
- **Performance Analysis:** Conduct reviews of marketing strategies, employing data-driven approaches to refine and optimize ongoing marketing efforts.

Languages



Senior Executive (2016 – 2022)

Sunway Education Group, Petaling Jaya Selangor

- Charting education pathways and counselling more than 50 prospective students a week in their pursuits.
- Keeping up with current job market trends in various industries to advise on relevant academic courses for students.
- Evaluate potential applicants on eligibility, closing an average of 80 successful applications a month.
- Ensure students transition successfully into campus life smoothly and initiated a committee to create the welcome booklet used by 10,000 students a year.
- Maintaining MagicInfo TV and Author software.
- Designing in-house facilities showcase booklet.
- Identified and solved administrative process flow issues to drive business objectives.

Marketing Executive (June 2011 – May 2014)

MIMS Medica, Petaling Jaya Selangor

- Developed non-technical marketing presentations, public relations campaign and social media contents.
- Developed and executed marketing programs and general business solutions resulting in increased brand exposure, reader traffic and elevated sales numbers.
- Worked with client’s and vendors to complete projects according to schedule and specifications.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.

Marketing Executive (Jan 2011 – June 2011)

MIMS Medica, Petaling Jaya Selangor

- Monitor stock levels and allocation of stocks to branches.
- In charge of developing promotional materials, working with vendors to make sure promotional and advertisement materials are up to standard and according to governmental regulations.
- Generate daily, weekly and monthly performance report for products.
- Generating psychotropic drugs reports for government regulatory.

Education

Bachelor of Business (Marketing & International Trade)

Victoria University at Sunway College

Interests

Writing
Fine Arts
Reading

Writing

Words are how the most wonderful stories come to life. I aspire to use words to captivate and move people to wonder.