

RESUME

Maggie Lau



Personal Information

Name : Lau Mei Qi (Maggie)

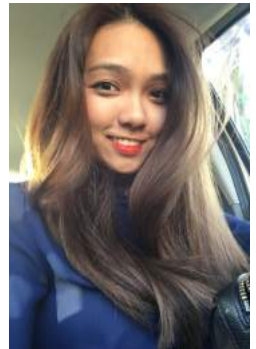
Address : C23A-05, Liberty Arc @Ampang Ukay, Persiaran Ampang Ukay, 68000, Selangor, Malaysia

IC Number : 921119-06-5466

HP Number : 012-5291929

E-mail : meiqi_92@live.com

Marital Status : Single



Working experiences:

MediConnexions Consulting Sdn Bhd

May 2022 – Present

Event & Project Manager

- Conducting virtual, hybrid and physical event (Webinar, product launch, gambit, seminar etc)
- Liaising with clients to find out their exact requirements for project, campaign and event etc.
- Produce detailed event proposal (including timelines, venues, suppliers, manpower & budget/costing)
- Propose marketing materials to publicize and promote the event/campaign
- Managing all pre-event planning, organizing guest speakers including flights, on-ground management and logistic.
- Coordinate on-site venue preparations, event setup and execution.
- Client servicing - Be one of the primary point of contact PIC, liaising between the clients and internal teams
- Communicate with clients on project status and follow-up to drive smooth execution of projects
- Ensure that projects are delivered to brief, time and budget and all quality control procedures are followed
- Build and maintain strong relationships with clients and understanding of their expectations and needs

Reapfield Properties Sdn Bhd Powered by KW Malaysia

Dec 2019 – April 2022

Real Estate Negotiator

- Provide guidance and assist sellers and buyers in marketing and purchasing property for the right price under the best terms
- Intermediate negotiation processes, consult clients on market conditions, prices, mortgages, legal requirements and related matters, ensuring a fair and honest dealing.
- Perform comparative market analysis to estimate properties' value
- Develop networks and cooperate with developers, mortgage bankers and contractors.
- Promote sales through advertisements (FB, Instagram, Website & any relevant portals)
- Managing social media account, producing social media content (graphics and videos)
- Strategize online and offline events/campaign when needed.

Farm To Fork Sdn Bhd (Dahmakan)

May 2019 – Nov 2019

Senior Offline Marketing Manager

- Strategize about new offline/on ground campaign or events.
- Develop, implement and measure effectiveness of events down to CAC, retention rates and CLTV
- Prepare budgets and ensuring adherence
- Working under the Direct Sales team to ensure hitting KPI and number of sales.
- Managing and communicate with the agencies for the execution of roving team, events and office buildings.
- Communicate with sponsor representatives, various event related suppliers and vendors.
- Contributing ideas for the collaterals design, coordinating and producing all the marketing materials.

Experience 6 Sdn Bhd

(<https://www.e6sb.com> or <https://www.facebook.com/experience6>)

Head of Events - March 2018 – October 2018

Event Manager - October 2017 – February 2018

Event Executive - October 2015 – September 2017

- Manage and arrange staffs/crews responsible for event coordination activities.
- Liaise and communicate with clients to ascertain event requirements.
- Produce of pitch proposal according to client's requirements, target audience and objective.
- Prepare budgets and ensuring adherence.
- Source and communicate with sponsor representatives, various event related suppliers and vendors.
- Lead promotional activities management.
- Event logistics management and planning.
- Oversea and coordinate on-site venue preparations, event setup and execution.
- Execute post event evaluation which includes data entry, analysis and feedback of event's success.

The Zenith Hotel, Kuantan, Pahang

September 2012 - September 2013

Assistant of Marketing Communication Executive

- Prepare and construct press release, speeches, proposal, photography, videography, design banner, billboard, poster, backdrop and others.
- Contribution of ideas on marketing plan and events.
- Liaised and communicate with suppliers, media partners and customers.

Internship

The Zenith Hotel, Kuantan, Pahang

June 2012 - September 2012

Department: Marcom Department direct under Executive Office

- Assisted in drafting of press release, speeches, proposal, photography, videography, design jobs
 - Actively participated in department meetings and hotel internal event.
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Award & Activities:

- National Service 2010
 - President of Librarian 2009
 - Vice president of Mandarin Club 2009
 - Active member of Kelab Skim Lencana Anti Dadah (SLAD) 2009
 - Vice Secretary of Koperasi Sekolah 2009
 - Active member of Leo Club 2009
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Education:

Highest Education Level :

SEGi University

Bachelor of Mass Communication

September 2013 - September 2015

CGPA: 3.70 (First Honour Graduated)

Diploma of Mass Communication

July 2010 - January 2013

CGPA: 3.47

Secondary Education Level :

SMK Tanah Putih, Kuantan Pahang

2005-2009

PMR

Results : 4A and 4B

SPM

Results : 4A and 7B

Personal Skills:

Computing skills

- Microsoft Word
- Microsoft Power Point
- Microsoft Excel
- Adobe Illustrator (CS4-6)
- iMovie

Language Proficiency

- English
 - Mandarin
 - Malay
 - Cantonese
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References:

Mr. Jess Ross

Group CEO Experience 6 Sdn Bhd

Hp No : +6012-320 2032

Email: jess@experience-six.com

Relationship: Direct Superior

Ms. Juliana Kristini

Head of Events, Experience 6 Sdn Bhd (2017)

Hp No : +6012-9209116

Relationship: Direct Supervisor

Mr. Lex Van Lynden

Head of Sales Dahmakan Malaysia

Hp No: +3161365036

Relationship: Direct Supervisor

References:

Previous Events Experiences



Matrix D Tempat CNY Decor & Celebration



VONO Blue Truck Pre- Activation Balloon Distribution



VONO Blue Truck Launch & Roadshow



Zurich Edge Fund Seminar Nationwide



Arnott's Shape - ChampionShapes Inter-Campus Nationwide Contest 2016



Standard Chartered Durian Party 2016



UOB Wholesale Banking Invitational Golf Tournament



UOB Champion Dinner 2016



Marigold Peel Fresh Nationwide Roadshow



Maybank American Express Rewards Night



UOB Business Banking Sales Convention (Winter Theme)



Great Eastern 110 Great Year On-ground Activation