

Lee Koon Cheong @ KC Lee

Events, Marketing & Promotions Specialist

A strategic and results-oriented Events, Marketing & Promotions specialist with over 13 years of experience in the industry. Proven ability to lead cross-functional teams in developing and executing effective marketing campaigns, special events and public relations initiatives. Demonstrated success in driving sales, increasing footfall, and achieving cost savings through data-driven marketing strategies. Strong communicator with a can-do attitude and the ability to thrive in a fast-paced, dynamic environment.



scottleekc.kcl@gmail.com



+60126196056

SKILLS

- Marketing & events strategy development and execution
- Brand development and management
- Cross-functional team leadership
- Budget preparation, monitoring and re-forecasting
- Data analysis and insights generation
- Relationship management and collaboration/networking
- Excellent communication and interpersonal skills
- Ability to work well under multiple deadlines
- Strong problem-solving skills
- Social media management

LANGUAGES

- ✓ **English** - *Fluent Proficiency*
- ✓ **Malay** - *Fluent Proficiency*
- ✓ **Chinese** - *Spoken Proficiency*

EDUCATION

Asian Pacific Institute of Information Technology

- Graduated May 2007
- Bachelor of Science (B.Sc.), Marketing; 2nd Class Upper
- Team Leader of Project Groups

AFFILIATION

World Organization of the Scout Movement (WOSM)

- Persatuan Pengakap Malaysia
- Scout Leader & Head of Expedition, Senior Scouts Committee of WPKL

INTEREST

Lifestyle & Travel, Music & Entertainments, Automobiles, Sports, Games, Culinary, Pets

PROFESSIONAL EXPERIENCE

Head of Dept (Malaysia Office), Events & Marketing

Jeunesse Global Sdn Bhd (09/2022 - Present)

Responsibilities

- Develop monthly sales & loyalty promotions, events, event-triggered promotions, and marketing strategies (conventional, digital & social media) based on field feedbacks and annual, monthly & rolling forecasts.
- Conceptualize, plans and executing the company's recognitions & events, including but not limited to: local & overseas Incentive Trips, local & regional Expos/Conventions, Training Retreats, Gala Dinners, Product Launches, Seminars, on ground activities & nationwide roadshows, including supports for field leaders-led events.
- Budgeting & ROI projection, expenses monitoring and post-analysts reporting by tracking the performances of the promotions & events with appropriate target metrics such as sales, new distributor sign-ups, etc.
- Procurement for events & marketing, such as sponsorship, artistes/ performers, event organizers, travel agencies, decorations, F&B, venues, accommodations, marketing collateral, gifts, etc.
- Main liaison for the country with the APAC & US (HQ) offices, key leaders & distributors and external organizations on all promotions & campaigns, on-ground initiatives, roadshows, incentive trips, events & Expos, locally and globally.

Key Achievements

- Developed and executed events, marketing & promotions strategies that led to a 25% increase in sales, 15% increase in new distributor recruitments and more than 50% increase in event attendance.
- Oversaw budget preparation, expense monitoring and budget re-forecasting, including negotiation on procurement, resulting in a 20% reduction in event & marketing costs without compromising on quality or effectiveness.

Project Manager, Entertainment & Events

Resorts World Genting, Genting Malaysia Berhad (04/2010 - 09/2022)

Responsibilities

- Led a high-performance team in charge of multiple events & campaigns genres such as Mall activities & campaigns, Festival Parades, Music Festivals, Product Launches, Exhibitions, Lucky Draws campaigns, Themed Parties, Sports events & tournaments, Resident Shows.
- Annual & ad hoc budgeting and ROI forecast, conceptualizing & designs of events, planning (inclusive of event process, timeline, budget management & promotions), event execution and post event analysis.
- Established and maintained relationships across the board within the company, tenants, clients, vendors, business partners, media community & government agencies, ensuring smooth and effective collaboration throughout the event planning and execution process.

Key Achievements

- Spearheaded the events team resulting in a 30-40% increase in footfall & 25% increase in revenue with more than 50 events annually.
- Collaborated with cross-functional teams to create successful sponsorship and partnership initiatives, resulting in a 15-20% increase in revenue from sponsorships and partnerships.
- Managed budgets and negotiated contracts with vendors and partners, resulting in a 20% reduction in event costs.

Marketing Executive

Columbia Asia Hospital - Puchong (03/2007 - 03/2010)

Responsibilities

- Full marketing aspects of hospital's products and services to the public masses, corporate entities, and General Practitioners.
- Responsible for the hospital's CSR, events & awareness drives such as medical and non-medical classes/forums, blood donation drives, etc.
- In charge for all A&P/ marketing tools & decks.
- Annual & ad hoc budgeting for events & promotions,
- Established and maintained relationships across the board within the company, GPs, doctors, clients, vendors, and business partners.
- Headed the customer service team and customer appointments section.

Key Achievements

- Maintained and prospected GP referrals of 90% GPs within 20kms radius from the hospital and increased referrals by 30%
- Collaborated with pharmaceutical companies to drive events & promotions either with direct sponsorship or partnership to reduce the events/promotions expenses and minimize the cost of advertising.

Junior Supervisor/ Sales Executive

GMV Marketing Sdn Bhd (12/2003 - 03/2003)

Responsibilities

- Ensuring monthly sales quota is met.
- Responsible for customer service and feedback from 3 outlets.

✕ References available upon request