



MICHELLE HAR

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Over 12 years' extensive experience in driving wide spectrum marketing and communications operations towards strengthening brand equity, public awareness along with market share expansion across the APAC region. Adept in translating organization's vision and mission into a compelling external story, formulating effective branding and communication strategies as well as developing and curating successful branding campaigns. Recognized as a dynamic and innovative leader with outstanding entrepreneurial spirit and growth mindset. Strengths include:

Marketing & Communications
Business Planning
Team Leadership
Business Partner Management
Agencies Management

Market Trend Research
Digital Marketing
Digital Content Strategy
Digital Communication
Social Media Campaigns

Campaign Analysis
Budget Management
Data Analytics
Stakeholder Engagement
Critical Thinking

WORKING EXPERIENCE

BASF Asia Pacific Services

Jun 2021 – Present

Regional Manager, Corporate Brand & Digital

- Conceive and deliver strategic advisory to diverse business verticals across the entire APAC region towards elevating the position of the organization.
- Establish the annual APAC strategic marketing plans and BTL activities as well as partner with Digital Marketing, Advertising, Communications and Creative teams in developing effective strategies.
- Develop fully integrated digital strategic communications plan (including external, internal, public affairs and crisis communications)
- Strategically map the marketing requirements for each Country within the region while ensuring the right investments in the right markets with the right partners to deliver the highest return on investment.
- Leverage on global sponsorship and marketing assets to execute and drive tangible results in the markets.
- Initiate and lead projects, balancing needs of stakeholders, managing multiple work streams, and overseeing the planning and budgeting process.
- Define the branding policies as well as facilitate workshops, training and consultation sessions for countries and operating divisions while cascading governance issues from global level across Asia.
- Develop training materials on brand management, corporate design and brand identity while promoting effective ways to build brand commitment via thought leadership.

Achievements

- Pioneered the digital, events and brands team encompassing goal setting, staff hiring and training along with resource allocation in ensuring the success of different projects.
- Drove collaboration with Business units and Country COMS team in delivering the main brand advertising campaign on Climate Protection topic through “Our Plastic Journey” and #COP26 Climate Action campaigns.
- Led the roll out of regional marketing campaign with media budget of €800k via digital and social channels to achieve Global team targets in 2022.

Shell**Aug 2018 – Jun 2021****Digital Channel Advisor, East Asia**

- Led the strategic management and optimization of digital channels for B2C, B2B and external relations portfolios across Malaysia, Indonesia, Thailand, Pakistan and India.
- Spearhead the identification and rollout of digital transformation projects in delivering new technologies and innovations to business team.
- Defined and implemented robust end-to-end consumer journey tracking in-country digital campaign to provide greater visibility on the performance of the various assets/channels in the ecosystem while assessing the performance of paid, owned & earned media.
- Engaged and advised content owners and agencies on digital strategy developments, communications, channel function and content lifecycle.
- Established strong relationship with partners in facilitating integration with partner service solution.
- Developed new customer acquisition strategies to capture market channels and increase client penetration while ensuring effective stakeholders management via web, apps and social media platforms.
- Delivered the annual strategic plans to strengthen country reputation and fulfil the needs of business units.
- Spurred the adoption of digital and social media as effective tool to communication and share marketing program.
- Manage the development and delivery of high quality content in line with the Shell's standard and brand.
- Conduct periodic digital asset's audits across social media, SEO, SEM and Website to ensure usage effectiveness.

Achievements

- Launched Shell Malaysia first digital "scratch and win" campaign to boost consumer engagement and reward consumers for their loyalty which resulted in an increase of 60% mobile engagements with 136K entries nationwide in Malaysia (2019). Won the Shell Global Brand Best Digital engagement campaign award in 2019.
- Delivered total value of USD 162k (RM638k) to 3 market business via advisory, cost savings on campaigns and project activations in 2019.
- Successfully conducted Digital and Social Media workshops in Thailand, Indonesia and Malaysia bringing internal business units of Shell and external Creative and Media agencies together to create an integrated digital consumer journey with measurement framework in place (2019).

Testo SMI**Apr 2016 – Mar 2018****Regional Marketing Communications Manager**

- Strategically coordinated regional marketing activities from Global Headquarters and to tailor marketing activities to regional needs throughout the Southeast Asia region (SG, ID and MY).
- Served as main stakeholder of the company's website, SEO, SEM, EDM, content creation, social media channels, brand image and guidelines, and setting up marketing automation system for Testo Malaysia, Singapore and Indonesia.
- Rolled out marketing campaigns to build brand equity, increase market share and grow brand awareness within the Pharmaceutical, Food and Industrial sectors.
- Deployed targeted and personalized marketing campaigns and offers to maximize sales conversion rates.
- Drove end to end implementation of digital marketing campaigns covering segment planning, SEO, SEM, analytics, KPIs, financials and campaign setup on CRM backend systems.
- Developed in country CSR program align with Global strategy in the area of STEM by engaging local and international education institution.

Achievements

- Spearheaded new marketing initiative encompassing new campaigns and web development, B2B email marketing strategies and social network engagements resulting in 15% surplus of total revenue target (2016) of Testo.
- Boosted online conversion rate from 2% to 11% and achieved web traffic increase of 20% in 4 months through effective implementation of business marketing operations as well as advertising campaigns.
- Rolled out 12 training programs and campaign guides to country offices and distributors and conducted monthly updates via Online conference training.

Star Media Group Berhad**Aug 2010 – Nov 2014****Assistant Manager, Group Marketing**

- Conceptualized and executed end to end marketing programs (online & offline) to grow readership and market share growth in the publication business.
- Developed and implemented marketing and branding programs in meeting ever-changing needs and requirements by conceptualizing the right marketing plan to grow readership, market circulation as well as maximize revenue potential and improve purchase intents.
- Liaised with external agencies and partners to develop advertising campaigns and effective SEM, SEO activities. Facilitate social media marketing strategies including Facebook, Twitter and YouTube.
- Managed a budget of RM10million in executing advertising and promotion (A&P) activities including roadshows, ATL & BTL campaigns. Established effective go-to-market strategies in generating quality leads and achieving revenue goals.
- Developed The Star CSR program by coordinating advertising brands and The Star editorial team

Achievements

- Developed and revamped The Star Online website (thestar.com.my) to successfully increase the average page view per month of 3.8million and 662,000 unique visitors. This led to winning the Bronze Medal at The Spark Awards and the World Association of Newspapers and News Publishers.
- Championed the deployment and promotion of the iSnap campaign to achieve a daily average impression of over 900,000. This campaign was awarded the Gold Winner for Cross-Media Advertising in the Asian Digital Media Awards 2012.
- Rolled out the youth engagement campaign (R.AGE) via an innovative integration of print, radio, digital and social media with 40,000 active followers on social media, 300,000 listeners on its weekly radio show/podcast as well as 1.286 million readers on print.

OTHER EXPERIENCES**Entrepreneurship, Chequers Restaurant,
Co-Founder****2014 – 2019**

- Served as co-partner in maintaining the restaurant revenue, profitability, and food quality goals while ensuring the restaurant operation runs efficiently and maintain high production, quality, and customer service standards.
- Led marketing and publicize the restaurant by formulating engaging plan via omnichannel. Successfully took on a multi-functional role covering advertising, branding, marketing, and accounting activities delivering sales of RM1.9million for the FnB business (year on year)
- Managed the full spectrum operations and marketing functions towards achieving record profitability. Strategize social media activities utilizing a range of techniques including paid search, SEO and PPC. Perform critical negotiation with vendors and partners to optimize resources and cost.

EDUCATION & CERTIFICATIONS**Bachelor's Degree in Business Management majoring in Quality Management (Hons), University Tun Abdul Razak (2010)****Double Diploma in Hotel Management & Tourism (1st Class), Reliance College (2007)**

Google Analytics Certification

Adobe Analytics Beginner

Google AdWords

Facebook Blueprint

7 Habits of Highly Effective People, Franklin Covey