

# YIN LI YEN

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## CAREER SUMMARY

Experience in Marketing, Advertising, Sales, Communications, and Branding covering the Aviation, Retail, Hospitality, and IT Consultancy sectors.

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## WORK EXPERIENCE

**MAY 2021 – PRESENT**

**SENIOR MARKETING, MANAGER**  
DEPARTMENT

**MYAIRLINE SDN BHD**  
COMMERCIAL

Responsible for the setting-up, planning and managing of marketing and branding initiatives, budget planning, workflow process, and building the various communications platforms.

- Taking the lead in formulating the 'Marketing & Brand' plan, encompassing budgeting, managing agency pitches, establishing workflow processes for the department, and supervising recruitment activities to build the Marketing & Brand team.
- Actively involved in developing MYAirline's Corporate Identity and Brand Guidelines, crafting the aircraft livery design for MYAirline, selection of cabin interior and overseeing the filming of the first aircraft's livery painting.
- Leading the uniform project for the Cabin Crew, Pilot, Flight Engineer and other staff, and this includes sourcing for the designer, tailor and supplier of accessories (e.g. handbags, trolley bags, and epaulette).
- Overseeing the construction and advancement of the corporate website and admin portal, encompassing tasks such as creating Business Requirements documentation, collaborating closely with the UI/UX team, IT development team, and the passenger service system provider to address integration needs. Additionally, actively participating in User Acceptance Testing (UAT) for MYAirline's passenger service system setup to ensure its readiness for production, and managing the necessary configurations for the system's go-live phase.
- Oversee the launch campaigns and subsequent weekly tactical campaigns for both new and existing routes. Additionally, participate in planning inaugural flight events and securing support from relevant tourism partners.
- Collaborated with the CRM team to create sign-up initiatives for the MYA Rewards program and implement strategies to promote and cross-sell ancillary products and services.

**OCTOBER – DECEMBER 2020**

**MARKETING COMMUNICATIONS, HEAD**

**BONUSKAD LOYALTY SDN BHD**

MARKETING COMMUNICATIONS DEPARTMENT

Responsible for managing the marketing and branding initiatives for BonusLink and partners, budget planning, setting of workflow processes.

- Setting workflow processes for the department - internal job request, guidelines for web & social media utilisation by internal teams and partners, setting the brand style guide reference
- Budget planning for department and internal stakeholders
- Development of BonusLink brand content plan for digital platforms for 2021
- Involvement in Brand Workshop event with agency

**AUGUST 2019 – OCTOBER 2020**

**SENIOR MARKETING MANAGER**

**FORMAT MEDIA SDN BHD**

STRATEGY & PARTNERSHIP DEPARTMENT

Responsible for conceptualising the marketing and launch plan, oversee marketing budget utilisation, partnership collaboration and project managing campaign request from internal clients.

- Develop Format Media marketing plan which involves both online and offline media
- Involved in the planning of Format Creators Club to drive UGC content and build our in-house content library
- Preparation of partnership proposals for content collaboration of our own original content ideas
- Managing various internal client job requests for development of creative ideation, marketing materials and video content development

**JULY 2014 – JULY 2019**  
**SENIOR MARKETING MANAGER**

**AIRASIA BERHAD, SEPANG**  
MARKETING, COMMERCIAL DEPARTMENT

Responsible for the managing of two different portfolios – *Route Marketing* and *Financial, Services and Loyalty* portfolio.

- Managing and planning marketing initiatives to push routes through campaigns, collaboration with tourism organisations and other travel related industry players, organising on-ground activation and content marketing for further exposure of given routes.
- Worked with Facebook team to drive route awareness for Sihanoukville through a Facebook Live campaign that had 2k audience engaged to the 1 hour FB Live activity. The campaign managed to reach 69% of Malaysians with 1/3 of them responding an interest to visit Sihanoukville. Campaign ran for a month in three phases with teaser and sustenance through various ad buys on Facebook platform.
- Worked on marketing partnership with financial services and payment partners such as MasterCard, Amex, Citibank through obtaining marketing funds to push routes, sponsorship of various marketing activation programmes such as AirAsia Travel Fair.

**NOVEMBER 2010 – AUGUST 2012**  
**BRAND COMMUNICATIONS MANAGER**

**YTL HOTELS, KUALA LUMPUR**  
BRAND COMMUNICATIONS, MARKETING COMMUNICATIONS DEPARTMENT

Responsible for Brand Management and Marketing Communications for the YTL Group's resorts by ensuring that the resorts adhere to the Brand Guidelines for all communication materials. Provide copywriting services, and develop/create new advertising material, marketing collaterals and activities for the resorts.

- Project Management of campaigns for the resorts, such as Ramadhan Festival, Moon Cake Festival and Earth Hour. This involves working closely with the Resort Managers, Sales Team and vendors to plan, manage, execute and deliver the campaigns.
- Manage and provide copywriting for resort collaterals such as the Food & Beverage menus, in-room collaterals, Point-of-Sale collaterals, Spa Booklets, print advertisements and the Kid's Activity Booklets.
- Content and designing of the Group's e-Direct Mailer for Sales Promotions, and updates for the Group's website presence.
- Plan and manage the annual Media Plan which involves local and foreign media. Negotiate for the best rates, position and support for the resorts. This also involves being the sole liaison with the media owners with regard to advertising and/or joint promotions with the media titles.

**NOVEMBER 2009 – OCTOBER 2010**  
**ADVERTISING & PROMOTIONS MANAGER**

**AIRASIA GO HOLIDAY SDN BHD, SEPANG**  
MARKETING, COMMERCIAL DEPARTMENT

Responsible for Marketing and Brand planning and execution; obtaining joint promotions with potential business partners; obtaining funds from tourism partners; managing web content; planning and executing promotional campaigns.

- Plan, manage and implementation of marketing plans that consist of promotional campaigns, brand awareness exercises, and joint promotions with hoteliers and potential business partners in the region.
- Manage and maintain close working relationships with the AirAsia and AirAsia X marketing teams to jointly market specific destinations, new routes and joint promotions funded by various Tourism Organisations.
- Ensuring brand synergy across the regional teams' communication materials, and assisting regional teams with marketing initiatives in specific markets.
- Conduct discussions and briefings with the media agencies and media owners to gain media space for brand building exercises and promotional campaigns.
- Manage and lead the Advertising & Promotions team to execute promotional activities, as well as motivating, guiding, evaluating and counselling team members.

- Manage the team to ensure that content in the corporate website is constantly updated with latest information and promotions.

**AUGUST 2006 – OCTOBER 2009**  
**MARKETING EXECUTIVE**

**AIRASIA BERHAD, SEPANG**  
MARKETING, COMMERCIAL DEPARTMENT

Responsible for executing marketing plans and initiatives; administrative work; and dealing with the media agencies, media owners, Tourism Organisations and other business partners.

- Taking the lead in running the weekly sales campaigns and dealing with internal departments such as Route Revenue, Creative, Web, Communication, Ancillary Income, and IT. Also working closely with the appointed media agencies to carry out media planning, booking and discussions for various projects.
- Actively marketing the following AirAsia and AirAsia X destinations – Abu Dhabi, Australia, China, Cambodia, India, Malaysia, Macau, Singapore, Sri Lanka and Thailand.
- Involved in the planning and execution of marketing initiatives together with Tourism Queensland, Gold Coast Tourism, Tourism Western Australia, Tourism Victoria and Macau Government Tourism Office.
- Initiating marketing activities and plans for various sectors – Malaysia, Cambodia, Macau, Hong Kong, Thailand, Australia, India and Sri Lanka. This involved market visits to these destinations to discuss marketing initiatives with the local media agencies, travel agents and media owners.
- Involved in the marketing of AirAsia services such as the Self Check-in kiosks, Web Check-in services, e-Gift Vouchers, and Direct Debit payment services.
- Running day-to-day administrative work for the team – Expenses Reports, Management Weekly Reports, and Post Campaign Reports.
- Involved in liaising and organising various events such as media familiarisation trips to new and current destinations, new destinations launches and travel road shows.

**MARCH 2005 – APRIL 2006**  
**ADVERTISING & PROMOTIONS EXECUTIVE**

**APCOT PP (M) SDN BHD, KUALA LUMPUR**

Work closely with Regional HQ team in Hong Kong and also with media owners to obtain brand awareness for eight international brands carried by the company.

**JANUARY 2001 – FEBRUARY 2005**  
**PROJECT DEVELOPER - BRANDING (SENIOR EXECUTIVE)**

**Landmarks Berhad, Selangor**

Managing and developing a new brand identity for the Company and its Group of subsidiaries and also organising and managing Corporate Events across the Group.

**MAY 2001 – NOVEMBER 2001**  
**ACCOUNT EXECUTIVE**

**A & D CREATIVE SDN BHD, PETALING JAYA**

Client servicing which involved managing and planning new campaign ideas, pitching for new accounts/clients and dealing with media agencies and media owners.

**DECEMBER 2000 – APRIL 2001**  
**PUBLIC RELATIONS ASSISTANT**

**ICON MEDIALAB SDN BHD, KUALA LUMPUR**

Coordinate meetings with the PR Agency, event planning and building brand presence for the Company.

**FEBRUARY 2000 – NOVEMBER 2000**  
**ACCOUNT MANAGER**

**Storm Quest Sdn Bhd, Selangor**

Secure new clients, manage existing clients and prepare marketing plans.

## **EDUCATION**

### **BACHELOR OF ARTS IN COMMUNICATION (ADVERTISING)**

Charles Sturt University, New South Wales, Australia

*–Awarded University Scholarship for Final Year*

### **DIPLOMA IN MARKETING COMMUNICATIONS**

Institute Advertising Communication Training (IACT), Petaling Jaya, Malaysia

*Conferred The Sun Academic Award for 'Public Relations' Subject*

### **CERTIFICATION IN COMMUNICATION STUDIES**

Institute Advertising Communication Training (IACT), Petaling Jaya, Malaysia

*-Best Subject Award 'Introduction to Marketing'*