



LEE YIN MIN, JOYCE

CONTACT DETAILS

Mobile: +6016-323 8560

Email: joycescapade@gmail.com

No. 42A, Jalan BK 5/14, Bandar Kinrara 5,
47180 Puchong, Selangor, Malaysia

PERSONAL PROFILE

The core of my professional background revolves around digital content management, content marketing, and account servicing, enabling successful implementation of digital content initiatives and website enhancements.

Beyond that, my skill set extends to web content management, which comes in handy when introducing and explaining projects and services to different groups like partners, vendors, and customers.

As I navigate the dynamic realm of project management, content marketing, and SEO & SEM strategies, this journey has deepened my understanding of the intricacies of the digital landscape. Throughout these experiences, I have also learned to work effectively with different teams and clients, both inside and outside the companies I have been a part of.

EDUCATION PROFILE

UNIVERSITI OF MALAYA KUALA LUMPUR
June 1999 – May 2003

Bachelor of Science with Education
(Hons), BSc.Ed (Biology & Chemistry)

CGPA: 3.68 / 4.00
(Scale 1–4, 4 highest)

SUNWAY UNIVERSITY
February 2024 – February 2026
Master of Marketing (MMKT)

AREAS OF EXPERTISE

- **Content Strategy & Creation:** SEO content writing, copywriting, long-form article writing, translating, editing, proofreading
- **Project Management:** Lead project teams and oversee timelines, resources, budget, and project execution
- **Digital Marketing:** Manage content updates, revamp websites, launch digital campaigns, SEO & SEM strategies
- **Content Management:** Experience in front-end enterprise content management (ECM), content management system (CMS), and User Acceptance Test (UAT)
- Self-starter, independent, resourceful, meticulous, organized
- Effective communications and writing skills in English, Bahasa Malaysia, and Mandarin

TECHNICAL SKILLS

- Microsoft Office Applications
- Search Engine Optimization (SEO), Search Engine Marketing (SEM)
- ECM/CMS (Adobe Experience Manager, Vignette, Microsoft SharePoint, OpenText, Magento)
- Basic Adobe Photoshop

LANGUAGES

My language proficiency scale is as below:

(Proficiency: 0 = Poor – 10 = Excellent)

- English (Spoken = 10 ; Written = 10)
- Bahasa Malaysia (Spoken = 10 ; Written = 10)
- Mandarin & Cantonese (Spoken = 10 ; Written = 8)

OTHER DETAILS

Own Transport: Yes
Expected Salary: Negotiable
Referrals: Available upon request



LEE YIN MIN, JOYCE

CONTACT DETAILS

Mobile: +6016-323 8560

Email: joycescapade@gmail.com

No. 42A, Jalan BK 5/14, Bandar Kinrara 5,
47180 Puchong, Selangor, Malaysia

WORK EXPERIENCE

ASSISTANT CONTENT STRATEGIST MANAGER

IHH Healthcare Malaysia | Hospital & Healthcare

Content Strategy, Content Creation, Content Management, Content Marketing

November 2021 – Present

As an Assistant Content Strategist Manager, my responsibilities encompass various aspects of digital content management, content marketing, SEO, and SEM. These include:

- Strategizing and developing content strategy based on target audience and user journey (patients, caregivers, public), with a focus on optimizing for search engines and paid search campaigns.
- Executing the development of integrated content across digital and offline platforms, ensuring alignment with SEO and SEM best practices to enhance visibility and drive traffic.
- Planning editorial calendar, maintaining content consistency with brand, voice, style, and tone.
- Managing and ensuring timely delivery of the editorial calendar.
- Overseeing content creation by agencies, ensuring adherence to the content calendar and optimizing content for SEO effectiveness.
- Conducting due diligence, proofreading, and editing content from agencies and team members to ensure alignment with SEO guidelines and practices.
- Collaborating with relevant parties to develop content that meets target audience needs.
- Staying informed about industry and competitor trends, providing recommendations for content strategy and marketing.
- Tracking and measuring content performance, analyzing reports to identify SEO and SEM opportunities for continual improvement and optimization.

DIGITAL CONTENT SPECIALIST

Self-Employed | Health & Wellness

Customer Experience, Content Management, Content & Social Media Marketing

July 2018 – October 2021

As a Digital Content Specialist, my responsibilities include the following:

- Created, tested, and managed content for web products (Personalized MY Site & VERA Consumer Consultation App).
- Maintained consistent look and feel across all web properties.
- Monitored and analyzed consumer behavior for marketing strategies.
- Created and proof-read social media copy and associated content.
- Developed online help/support content, shaping it around likely consumer queries.
- Identified trends in usage and potential marketing opportunities.



LEE YIN MIN, JOYCE

CONTACT DETAILS

Mobile: +6016-323 8560

Email: joycescapade@gmail.com

No. 42A, Jalan BK 5/14, Bandar Kinrara 5,
47180 Puchong, Selangor, Malaysia

WORK EXPERIENCE

DIGITAL CONTENT SPECIALIST

Bare Nuhcessities | E-Commerce

Customer Experience, Content Management, Content & Social Media Marketing

January – June 2018

As a Digital Content Specialist, my responsibilities include the following:

- Supported co-founders in planning and implementing marketing campaigns and events.
- Created and executed seed content/content plans across digital channels.
- Monitored and analyzed user behavior, developing retention campaigns to improve consumer experience.
- Developed online help/support content, anticipating and shaping it around likely consumer queries.
- Identified trends in usage and potential marketing opportunities.

Project Management Role:

- Led the conception of BelnformedSpace.com, a parenting knowledge dissemination website.
- Worked as a content copywriter with a cross-departmental team (web developer and multimedia designer) for website creation and content updates.
- Reviewed, contributed, and created test deliverables during web user acceptance testing.

CUSTOMER EXPERIENCE & COMMUNITY MANAGER (DIGITAL)

Babydash Sdn Bhd | E-Commerce

Customer Experience, Content Management, Content & Social Media Marketing

August 2016 – December 2017

As a Customer Experience & Community Manager, my responsibilities include the following:

- Conceptualized social media content and initiatives for community building via the internally developed Babysiri platform.
- Ensured positive customer experiences on social media platforms, contributing to a 4.7-out-of-5-stars rating on Facebook Reviews.
- Managed daily customer sales, invoices, and transaction databases.
- Responded to and troubleshooted payment gateway issues, raising tickets to vendors when necessary.
- Coordinated with the logistics team to fulfill special customer needs and requests.

Babydash is a pioneer in the community driven E-Commerce space which focuses on the needs of parents, mothers, and children.

A key differentiator between Babydash and many other E-Commerce sites is that Babydash believes in overall Customer Experience rather than just front-desk Customer Service. Babydash raised RM2.5million in an equity crowdfunding initiative via PitchIn, the largest ever Malaysian equity crowdfunding success story.



LEE YIN MIN, JOYCE

CONTACT DETAILS

Mobile: +6016-323 8560

Email: joycescapade@gmail.com

No. 42A, Jalan BK 5/14, Bandar Kinrara 5,
47180 Puchong, Selangor, Malaysia

WORK EXPERIENCE

E-MARKETING ASSISTANT MANAGER | REGIONAL CONTENT MANAGEMENT

Deloitte Southeast Asia | Regional Content Management

Internal and External Marketing Communications

August 2011 – July 2016

As the lead E-Marketeer for Deloitte SEA's Clients and Markets team, my responsibilities include the following:

- Managed and supported all content updates for Deloitte's regional websites (11 countries across Deloitte's markets from Southeast Asia and beyond) using HTML and Content Management System.
- Led regional CMS and website revamp for all regional Deloitte's external websites.
- Managed and supported all content updates for Deloitte's intranet using SharePoint across multiple regional offices.
- Responded to and troubleshooted user testing for all websites and intranet issues.
- Aligned and managed Deloitte's worldwide "virtual team" environment, providing internal and external communications strategy for e-marketing efforts.
- Collaborated on Deloitte's foray into social media (uncommon at the time for a company like Deloitte).

COPYWRITER & DIGITAL PROJECT MANAGER

UBERFUSION Sdn. Bhd. (A member of the Fourtitude.asia group of companies) | Digital Agency, Practical Information Technology

Copywriting, Content Management, Project Management

March 2007 – August 2011

As Uberfusion's Copywriter and Digital Project Manager, my responsibilities include the following:

- Managed internal resources and timelines, leading a project team of 11.
- Managed Digi's mobile site and SMS news alerts services.
- Conducted off-site and on-site UATs with external third-party vendors.
- Executed various levels of testing (system, integration, regression).
- Collaborated with project teams for effective end-to-end testing.
- Maintained Digi product sites and provided solutions to client-side customer care departments.
- Worked with Digi's Marketing division – Product Marketing, Product Development, Marketing Communications, and Technology teams for digital campaigns and launches.