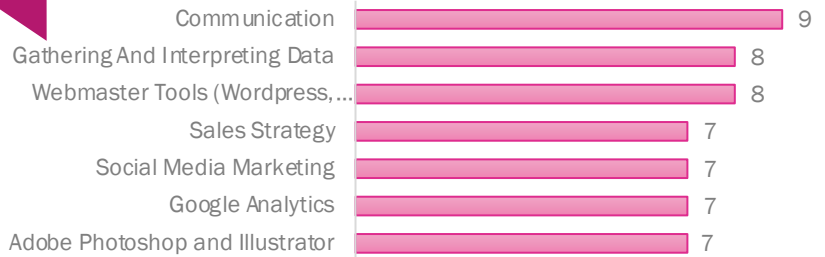


SKILLS



WORK EXPERIENCE

EVENTS & MARKETING MANAGER

APRIL 2022 – MAY 2024

GEM LIVE SDN BHD

Achievements:

Successfully launched Gemspot in Sept 2022.

Overachieving sales target for Events Team in Jan & Feb 2024.

Lead the team through multiple transition phase of the company. Identified talent in the team and bring new talent to the team to help the company grow.

Managed all clients as well as suppliers to achieve sales target.

Lead and execute marketing content and products listing in Miss J website.

Successfully executed seasonal deco for Mgroup outlets.

Revamp Oversea Sri Petaling Ballroom to attract more customers to organize wedding there.

Created wedding deco ambience for Oversea 1 Utama to transform as wedding venue.

1. Work with internal team and external parties to ensure social media content is updated and engaging with customers.
2. Spearhead Miss J Florist photoshoot for SKU listing in website and social media.
3. Collaborate, analyze and report social media ads result to take necessary actions to improve the results.
4. Create opportunity to increase sales by exploring opportunities to collaborate with venue providers to increase event sales.
5. Responsible for preventing issues and crisis throughout the whole process of each event.
6. Take lead to solve crisis by working closely with suppliers and client.
7. Network and maintain good communication with suppliers and clients to ensure continuous collaboration.
8. Strategize the direction of creative, innovative content based on campaign objectives.
9. Measure & report performance of all marketing campaigns and assess against goals (ROI & KPI).
10. Constantly look for new suppliers to manage cost and quality of output to ensure maximum profit for company.
11. Manage and maintain documentation of every project as well as assets purchased for event usage.
12. Ensure timely collection of payment to minimize loss to company while ensuring that company has fluid cash flow.



HUI JING, LEE

PROFILE

Responsible, creative, and proven marketing professional with experience working with sales teams as well as external clients, suppliers, and agencies on creative, strategic, and tactical levels. Proven negotiation skill. Impressive track record of planning and executing marketing events and campaigns that achieves target.

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**MARKETING MANAGER, AWAKEN
ASIA ASSISTANCE NETWORK (M) SDN BHD, STRATEGIC MARKETING**

APRIL 2020 – JAN 2022

Achievements:

- Successfully launched awaken in Malaysia with PR coverage.
 - Revamp and launch AAN new website to drive traffic and new customers with updated information as well as contemporary look and feel.
 - Launch webinars as an avenue for sales team to attract new customers while keeping leads warm
 - Successfully register awaken programme as HRDF certified programme.
 - 94% awaken programme activation and usage by client, Richemont, through close collaboration and communication with Richemont HR.
 - Managed all awaken user database, UI experience, communication, and app content all year round.
1. Lead and execute content development to continuously engage users in awaken app.
 2. Collaborate, analyze and report user engagement with the app to improve user adoption of the awaken app.
 3. Create opportunity for sales team to generate new leads and engage with warm leads.
 4. Constantly report and improve UI and user journey on awaken app.
 5. Responsible for preventing issues and crisis with the app.
 6. Take lead to solve crisis by working closely with central, internal and external parties.
 7. Network and maintain good communication with regional and local stakeholders across functions to build a programme that is needed by many during this adversity time.
 8. End-to-end user data and communication management using marketing platforms such as Wordpress, Salesforce, internal DBMS, etc.
 9. Strategize the direction of creative, innovative content based on campaign objectives.
 10. Measure & report performance of all marketing campaigns and assess against goals (ROI & KPI).
 11. Spearhead website revamp and launch it in a timely manner as an avenue to attract new clients while expanding company brand.

**JOHNSON & JOHNSON, VISION CARE
BRAND MANAGER, ACUVUE**

JAN-SEPT 2019

Achievements:

- Launch a new product – ACUVUE® VITA Monthly Contact Lenses. Managing end to end of the launch as project manager from ensuring there is stock, product training and education to online media ads to ensure a healthy sales volume.
1. Lead the development, formulation and implementation of brand strategies, concepts and plans with the objective to drive, grow and maximize brand equity and presence online.
 2. Analyze how ACUVUE brand is positioned in the market and crystalize clear targeted consumer insights.
 3. Manages digital media buys with strategic planning and positioning to optimize result.
 4. Shape consumer-centric and insight-driven campaigns both online and in-store that fulfils the brand purpose and build equity and affinity towards ACUVUE.
 5. Responsible for creating communications that move consumers through the conversion funnel of awareness via digital ads, consideration, conversion and adoption with the aim to increase market share, brand awareness, revenue and profitability.
 6. Lead creative development and create motivating stimulus to get targeted audience to take action.
 7. Network and maintain good communication with regional and local stakeholders across functions to build category expertise enabling share and reapply best practices into local market.
 8. Strategize the direction of creative, innovative content based on campaign objectives.
 9. Manage trade support planning, request, and execution.
 10. Responsible for agency briefing & management to adapt to equity content in line with local requirement and design digital activations plans for key initiatives.
 11. Support the implementation of local trade marketing activities in driving trade visibility in store while developing seasonal marketing materials & collateral in line with regional brand guidelines.
 12. Measure & report performance of all marketing campaigns and assess against goals (ROI & KPI).
 13. Spearhead new product launch – forecast of sales and execution of end-to-end marketing to ensure successful launch) and follow up with plans to ensure sustainability of the new product.
 14. Analyze data, trend and past result to strategically plan for upcoming successful marketing campaigns.
 15. Ensure attractive display of promotional materials for both ATL & BTL while adhering to guidelines.

16. Propose and implement new marketing strategy to maintain company's competitive edge.
17. Prepare and adhere to all legal obligations when carrying out all marketing campaigns.
18. Manage the media agency for ACUVUE's media buy – digital and OOH.
19. Liable for tender process for suppliers, agency or contractors to ensure maximum return with minimum resource.

BIG LOYALTY SDN BHD MARKETING MANAGER

JUN-DEC 2018

Achievements:

- Launch the biggest contest of the year – 20 Million BIG Points giveaway across all countries, mainly Malaysia, Thailand, Indonesia and Philippines.
- Launched the annual on-ground event – BIG Fest at Quill City Mall with the Biggest Hopscotch in Malaysia as the main theme.
- 1. Initiate documentation of campaign report, filing and storing for future references while highlighting important learning points to management for improvement.
- 2. Constantly explore and test new digital marketing app, sites and tools to improve reach as well as to test effective marketing and branding message to mass public.
- 3. Double up current BIG Points issuance and redemption through a mix of marketing strategy in promoting the biggest year end campaign (The BIG BIG Giveaway) via various digital ads channel and optimize the ad spend on performing channels.
- 4. Spearhead 2H biggest regional marketing drive – 20 Million milestone contest.
- 5. Launch new product and on-ground event (BIG Fest and BIG Xchange) and follow up with plans to ensure sustainability of the new product.
- 6. Analyze data, trend and past result to strategically plan for upcoming successful marketing campaigns.
- 7. Create & develop new marketing content and visual to reach out to untap market and grow AirAsia BIG's member base as well as educate members about BIG Points – video content with HitzFM and Harry Kok.
- 8. Ensure attractive display of promotional materials for both ATL & BTL while adhering to guidelines.
- 9. Maintain and improve relationship with AirAsia BIG's existing partners to ensure AirAsia BIG is prioritized for favourable campaigns – Shopee, Quill City Mall, Citibank, Agoda, etc.
- 10. Propose and implement new marketing strategy to maintain company's competitive edge.
- 11. Work closely with relevant department for development of new product and ways to improve customer experience.
- 12. Prepare and adhere to all legal obligations when carrying out all marketing campaigns.
- 13. Manage the media agency for AirAsia BIG's media buy – digital and OOH.
- 14. Setup timeline management process and procedure as well as starting systematic reporting template.
- 15. Maintain good relationships with press, news media, distributors, government body, and corporates.
- 16. Liable for tender process for suppliers, agency or contractors to ensure maximum return with minimum resource.

SHOPEE MALAYSIA ASSISTANT MANAGER, MARKETING

SEPT 2015 – MAY 2018

Achievements:

- Launched Shopee Mobile Malaysia in Dec 2015 and subsequently launch Shopee Anniversary/Birthday Celebration on 2016 and 2019.
- Launched the first ever Shopee Seller Award in April 2017.
- Successfully grow Shopee's presence in universities by having events and collaborations with reknown universities like Taylors Lakeside Campus, Sunway University, Monash University, HELP University and INTI.
- Successfully grown Shopee Uni into stable monthly class with growing audience to help sellers sell on Shopee.
- Managed Shopee Malaysia's first TVC and OOH in 2017.
- Managed Shopee Malaysia's marketing budget.
- Managed Shopee Malaysia's biggest sponsorship collaboration with Piala Malaysia.

1. Execute Shopee TVC, ATL and BTL, including production process and ensuring proper execution by relevant parties.
2. Spearhead & manage Shopee monthly events, media buy & OOH calendar.
3. Manage overall Shopee Marketing budget and allocate accordingly to each campaign/project.
4. Lead offline promotion team with proper planning & improvement in each promotion while achieving 100% of the target set – incremental target by month.
5. Analyze data, trend and past result to strategically plan for upcoming successful marketing campaigns.
6. Ensure timely update & reporting for top management & regional's review.
7. Create offline promotions SOP & ensure colleagues' due diligence to follow the SOP.
8. Source & secure prominent brands for partnerships and special campaigns such as VISA, HSBC & The Colour Run.
9. Responsible for all Shopee launches, PR & media related events, and collaborations with prominent brands such as Watsons, L'oreal, Unilever and Nestle with minimum 80% turnout rate.
10. Create & develop marketing materials such as video, social media posting visuals, POSM & Shopee branded merchandise.
11. Ensure attractive display of promotional materials for both ATL & BTL while adhering to guidelines.
12. Organize classes & events to educate sellers & buyers on using Shopee with 90% turnout rate.
13. Constantly evolve Shopee's events to maintain company's competitive edge by developing new themes, mechanics and ideas for marketing campaigns.
14. Responsible for success of Shopee local event by establishing proper communications with all relevant parties.
15. Managed & analyze records of promotional/event activities for optimum brand & promotion awareness.
16. Maintain good relationships with press, news media, distributors, government body, and corporates.
17. Liable for tender process for suppliers, agency or contractors to ensure maximum return with minimum resource.

GOLDEN SCREEN CINEMAS SDN BHD (GSC)

JUN 2011 - JUN 2015

SENIOR MARKETING EXECUTIVE – SALES & PROMOTIONS

Achievements:

- Over-achieved sales target by 60% while doing sales for the first 2 years.
- Successfully launched 3 major cinemas in Klang Valley and Ipoh within 3 weeks with great turnout during launch as well as great PR coverage.
- Initiated GSC School Holiday Roadshows to grow family admission to the cinemas.
- Organized first ever movie marathon event, The Hobbit.

Strategic Marketing & Promotions

1. Spearhead & manage GSC yearly promotion calendar – successfully increase total annual promotions by 20% every year.
2. Improved effectiveness & success rate of GSC promotions by 50%.
3. Managed overall GSC promotion budget and allocation – achieved 20% saving from allocated budget while improving and optimizing promotion's awareness.
4. Managed & executed more than 50% of GSC promotions in 2014 while achieved average 90% of targets for projects handled in 2014.
5. Successfully launched 5 new outlets. – GSC IOI City Mall, GSC NU Sentral, GSC Ipoh Parade, GSC Quill City Mall, & Bintang Megamall.
6. Organized GSC The Hobbit Trilogy Marathon on 18 – 21 December and 75% tickets were fully sold out in 4 days.
7. Managed department SOP and mentored 10 GSC personnel.
8. Successfully implemented thematic promotions as one of the new strategy to engage with customers – Annual Halloween & School Holiday promotions.
9. Reliable for GST issues – main liaison & advisor on all GST issue/documentation for S&P.
10. Reduced promotion budget & resources by securing strategic promotional partners/sponsors – 6 successful partnership in 2014. Led promotion team to develop 2014 & 2015 promotion calendar.
11. Maintained company's competitive edge by developing new themes, mechanics and ideas for promotions.
12. Improved company's corporate image among online social media community.

14. Reliable for success of GSC local event by establishing proper communications with all relevant parties.
15. Managed & analyse records of promotional/event activities for optimum brand & promotion awareness.
16. Created strategic trade marketing within company's branding guideline.
17. Monitor and analyse competitor's activities on monthly basis.
18. Maintain good relationships with press, news media, distributors, government body, and corporates.
19. Liable for tender process for suppliers, agency or contractors to ensure maximum return with minimum resource.

Sales Management

1. Over-achieved initial sales target by 60% annually.
2. Successfully increased bank partner's investment with GSC by 30% annually.
3. Increased GSC corporate sales by 20% annually via corporate hall bookings, GSC voucher, concessions sales and buffet catering.
4. Corporate sales management of key clientele such as IBM, Ernst & Young, Citibank and VISA.
5. Improved customer service quality by addressing customer complaints and provide quick respond to their complaints.
6. Maintained proper documentation of all corporate sales.
7. Secured prompt payment for all invoices.
8. Fully in-charge of system upgrading and training in anticipation for GST implementation.

EVENT PLUS (M) SDN BHD

MAY 2010 – APR 2011

CONSUMER ACTIVATION MANAGEMENT

1. Lead a team of 6 personnel to organize events and roadshows within allocated budget such as DiGi Live Penang & Johor State Finals 2010 and DiGi's 16 Gold Dealer Recognition Night.
2. Prolonged contract with client for 1 year by reducing disciplinary issues at roadshow.
3. Improved customer satisfaction by increased productivity and efficiency in roadshow setup and maintenance.
4. Liable to obtain necessary permit/license approvals for all promotions & events.
5. Constantly implement new ideas and improvise roadshows within allocated budget.
6. Overall project management for various events.
7. Lead all events in Southern Region especially Johor Bahru and Batu Pahat.
8. Analyse weekly campaign performance for clientele review.
9. Lead dealers and promoters during roadshows to meet sales target.

EDUCATION

BACHELOR'S DEGREE OF BUSINESS STUDIES/ADMINISTRATION/MANAGEMENT
(INTERNATIONAL BUSINESS MAJOR)

UNIVERSITI MALAYSIA SABAH
Aug 2007 – May 2010

LANGUAGES

(Proficiency: 0=Poor - 10=Excellent)

Language	Spoken	Written
English	10	10
Bahasa Malaysia	9	9
Chinese	6	3
Cantonese	5	3

REFERRAL

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