

HANNAH RACHEL HOWE

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PROFILE

An experienced Marketing and Digital Marketing Manager equipped with extensive experience building, maintaining and running successful marketing and digital marketing campaigns.

With an intrapreneurial mindset and marketing knowledge, focusing on growing and expanding companies through careful and detailed planning and executions. Skilled in creating and implementing customer centric, successful campaigns with the purpose of improving brand awareness and presence.

A collaborative and creative manager accomplished at managing marketing and digital marketing presence content, both online and offline. Experienced in leading teams of marketing professionals to meet and exceed marketing and digital marketing goals.

WORK EXPERIENCE

Beacon Hospital

Revenue and Marketing Manager

Digital Marketing Manager

Senior Digital Marketing Executive

Digital Marketing Executive

June 2020 - Present

- Develop, manage and execute marketing campaigns and strategies with the aim to continuously improve business results.
- Coordinate, host and emcee multiple events (internal and external) that introduce and reinforce the company's market presence.
- Cultivate on strategic business collaborations to boost the company's market presence.
- Oversee, manage, plan and execute all aspects of company's online content in areas such as SEO, SEM, and Social Media (Facebook, Instagram, LinkedIn, TikTok, Youtube), from conceptualization to execution, for the company and its subsidiaries.
- Strategic planning for the company's growth on the digital space with content generation such as SEO and SEM landing pages, images, videos, reels/TikTok shorts, blog content.
- Create engaging, creative, innovative content (images or videos) for regularly scheduled posts, promoting brand-focused messages, and driving customer engagement.
- Successfully enhanced SEO, resulting in a monthly increase of 20,000 website visitors and 330 new customers.
- Strategic plan digital content according to potential customers' behavioural patterns, focusing on the right target audience for the company, while also aligning with the needs of the company, stakeholders and the audiences' changing interests.
- Manage and optimize budget usage for SEO and social media to maximise revenue generation.
- Pioneered the hiring and development of the company's digital marketing team.

Marketing Executive

Oct 2019 - June 2020

- Execute and launch promotional campaigns in line with the company’s needs.
- Work with external parties to arrange various interviews for doctors.
- Create promotional content as well as work on content translations.
- Manage in-house events to ensure everything runs smoothly.

H & H Hub Enterprise

Business Development Executive

(2018 - Oct 2019)

- Identifying new sales leads through researching companies online through various websites and social media.
- Responsible for marketing of the products through various forms i.e. road shows and advertisements.
- Establish contact with potential clients through in-person cold calling to establish rapport and set up pitch meetings.
- Presented about products to over 100 potential clients at customer sites.
- Successfully secured over 20 new clients.
- Connecting with suppliers to procure high-quality raw materials.
- Maintaining fruitful relationships with suppliers and clients of different generations.

EDUCATION

MA (Honours) Masters of Arts in Business Management with ENTERPRISE

(2015 - 2017)

Heriot-Watt University, Malaysia

- 2nd Class Upper

UK Degree Transfer Programme (BUSINESS)

(2014 - 2015)

Brickfields Asia College, Malaysia

SKILLS

<ul style="list-style-type: none">• Market Research• Strategic Planning• Strategic Marketing• Public Speaking• Event Coordination• Data Analysing Skills• Social media strategy• Customer Relationship Management• Content Marketing	<ul style="list-style-type: none">• Search Engine Optimisation (SEO) and Google Analytics• Search Engine Marketing (SEM)• Copywriting• Web content development• Sales Funnel Pages design and development	<ul style="list-style-type: none">• UI/UX Design• Image and Design tools• Creative & Analytical Abilities• Proficient in English, Mandarin, BM, Cantonese and Hakka
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OTHER EXPERIENCE

- Emcee and coordinator on multiple events to introduce the company and its services to various stakeholders (2022- present)
- Appointed as Emcee by the CEO for a Leadership Conference to over 140 people (2022)