



AMANDA QUAR

柯琦欣

JAVA – On Going

DIGITAL MARKETING (GOOGLE DIGITAL MARKETING)

MARKETER (BACHELOR OF MARKETING- GREENWICH UNIVERSITY)

As an accomplished professional with 17 years of experience bridging the realms of technology and marketing, I, Amanda Quar, have cultivated a profound passion and expertise in these domains. My career trajectory has traversed diverse industries, encompassing superapp development, cryptocurrency, Devapp, Event, food and beverage, beverage importing, and apparel.

My extensive tenure has honed my leadership abilities, particularly in delivering tangible results for clients. I specialize in formulating marketing strategies that seamlessly blend creativity and innovation with cutting-edge technological advancements.

In my recent role as the Head of Tech and Digital Marketing at the e-commerce app SOOEAZI, I spearheaded the tech and digital marketing initiatives. Leading a dynamic team of 10 technology experts, customer service representatives, and digital marketers, I played a pivotal role in driving the app's development forward. This involved collaborating with vendors for app development and establishing strategic partnerships with payment gateways like EGHL, as well as logistics providers such as Pos Laju and Delvya. Additionally, I fostered strong relationships with key sellers like Agoda, Pensonic, and Booking.com, integrating them into our superapp as affiliate partners.

My responsibilities extended to crafting and executing a holistic technology strategy aligned with our business objectives, resulting in notable accomplishments such as enhanced efficiency, cost savings, and revenue expansion.

As a results-oriented marketing specialist, I consistently generated leads for the company, optimizing technology utilization and marketing budgets to meet our organizational goals.

AMANDA QUAR

Head of Tech and Digital Marketing

Sheng Tai Impression Sdn Bhd
CAGACRYPTO (DEAPP)

 Segambut kl	 Amandajoyquar@gmail.com
6017-8589937	28 July 1986





EMPLOYMENT HISTORY March 2023 - Present

- ❖ The Pioneer who create the slogan, logo and brand image to the superapp sooeazi
- ❖ Build and develop Superapp SOOEAZI with outsource and inhouse developer
- ❖ Migration with partners as pos laju, eghl, agoda , pensonic and delvya
- ❖ Recruit international KOL for brand appearance and campaign for WEB3 project (<https://www.cagacrypto.com>)
- ❖ Take as leadership role for KOL team to drive strategies across different region -Deapp WEB3
- ❖ Discover suitable KOLs and influencers to work and build a long-term partnership for crypto
- ❖ Conduct thorough website audits to identify and address technical SEO issues (Speed Insight)
- ❖ Conduct thorough keyword research to identify opportunities and trends, guiding content creation that resonates with our target audience. (Sem Rush) web3 -deapp crypto project
- ❖ Responsible for Digital Marketing ,website and off line event for sooeazi at Melaka (COHEX) <https://www.facebook.com/cohex23> and Fuji Matsuri <https://www.facebook.com/profile.php?id=100071443633766> and <https://shengtaiinternational.com/> and <https://sooeazi.com/>
- ❖ Develop the apps from scratch liase with designer to create UI/UX with **FIGMA**
- ❖ Using **JIRA** to monitor the process and flow of the work in the application and **GITHUB** to ensure all the code can be share and manage across with vendors
- ❖ Digital Advertisement as **Meta ads, Tiktok ads, twitter ads, Ig Ads, Google ads, Programmatic Ads, banner ads, push up ads, native ads)**
- ❖ Ensuring website is in best performance for Seo ranking , keywords and backlinks (**Page Speed, Google keywords, Google Trend, WP Rocket, AIOSEO**)
- ❖ Devised and implemented robust IT security strategies, ensuring compliance with industry regulations and safeguarding sensitive data. Implemented agile methodologies to streamline software development processes and time frame.
- ❖ Liase with the mainstream media , kol, media company (concert) for all the event and apps to create brand awareness on the superapp
- ❖ Manage Team 10 members of developer (frontend and backend) & Digital Marketing team (Sem, Seo and content Management)

Digital Marketing Manager

Kincho Tech Sdn Bhd | July 2022 – February 2023

BITDD EXCHANGE (CRYPTO EXCHANGE PLATFORM)

- ❖ Responsible for managing Digital Marketing Project (Crypto) web 3
https://play.google.com/store/apps/details?id=com.vestbag.bitdd&pcampaignid=web_share
- ❖ Responsible for Game App -SMM, Ads and Download Rate
https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://play.google.com/store/apps/details%3Fid%3Dcom.caliangames.biox%26hl%3Den_US&ved=2ahUKEwirlsDe5YmGAxW3yzgGHU1bBLkQFnoECBoQAQ&usg=AOvVaw10uChQszkex37kQK-eofzB
- ❖ Facebook  <https://www.facebook.com/biox.games/>
- ❖ Tiktok  <https://www.tiktok.com/@biox.games>
- ❖ Youtube  <https://www.youtube.com/@bioxgames>
- ❖ Discord  <https://discord.gg/rhEJYzdhhu>
- ❖ Digital Advertisement as **facebook ads, twitter ads, Ig Ads, Google ads, Programmatic Ads, banner ads, push up ads, native ads)**
- ❖ Managing multiple Social media platform using **Linktree** and **buffer**
- ❖ Using Marketing tools for seo and sem (**Ahrefs ,Semrush,Appflyers**)
- ❖ Ensuring website is in best performance for Seo ranking , keywords and backlinks (**Page Speed, Google keywords, Google Trend, WP Rocket, AIOSEO**)
- ❖ Creating and editing website using wordpress and elemantor theme
- ❖ Running Analytics using **GA4** and **Google Data, facebook api, Data studio** to check on conversion and traffic

Digital Marketing Manager cum Project Manager at Aquar Secret

November 2017 till February 2021

- ❖ Handle and set up account for Company Client for Digital Marketing activities.
- ❖ Planning and Running All the digital Platform for Company Client (Social Media Platform, Website and E Hailing and E Commerce)
- ❖ Using Facebook Business Suit to Create and Post Content in social media for Company client on FB and IG and Running Facebook Ads for Client.
- ❖ Using Google Ads, SEO, SEM, Google Analytical tools for company client website or running paid advertising for client.
- ❖ Running E hailing apps for Client such as Grab and food panda.

- ❖ Design and prepare effective digital marketing plans and schedules across all channels to meet growth objectives, with best online practices and trend.
- ❖ Prepare the budget for the digital marketing execution to maximize Company Client ROI.

Marketing Manager at Drinks Connexion

2015 till 2017

- Actively support the development and manage the regional Company Plan in close cooperation with the General Manager, Brand Principle and APAC Marketing Manager.
- Support and drive the execution of sales and marketing achieve the company's financial and operating goals and objectives.
- Provide communication concepts, campaigns, digital contents, artwork design, copy, images, and other content for campaign and event.
- Monitor and manage the related marketing budget and spending Maintain record of marketing expense and invoices to report and claim the budgeting the claim from principle.
- Distribute content according to where it will impact the most whether on our website, blog, 3rd party partner, socials, emails, print or internal communications.
- Support Channel Partners, Sales, Customer Service Teams and Marketing with current marketing contents and materials such as:
 - Digital assets & contents (Images, banner ads, digital copy, certificates, manuals, etc.)
 - Design, create and upload all social media content
 - Research, write and post articles and original content for our blogs
 - Displays, Flyers, Promotional Items, Printed Collators
- Working with Marketing Specialist and the channel partners together with sales teams:
 - email Marketing
 - Digital Newsletters
 - Press Releases
 - New Product Launches
 - Promotions

Marketing Executive at Sunrise Wines & Spirits Sdn Bhd

January 2012 till May 2015

- Planning and preparing Marketing plan to increase sales working with sales department and agencies
- Representing company at corporates events to promote products
- Organizing event to boost the brand product to wholesaler and/or end users
- Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters
- Recording and reporting the sales figures monthly and adapting the promotion on timely basis
- Arranging Social media platform updates (ie. Facebook)

Marketing Assistant at Hing Yiap Berhad

January 2007 till October 2011

- ✓ Developing and managing corporate communication tools Company websites, media releases and product brochure.
- ✓ Planning & implementing marketing and promotion strategies, product launches/campaign, media and exhibition.
- ✓ Providing support to the sales team whenever required.
- ✓ Responsible for all aspects of marketing and brand of all product of the company
- ✓ Handling all event budgeting, ensuring top quality while adhering to budget.
- ✓ Preparing sales analyses and development of pricing strategy
- ✓ Preparing P&L report , YTD, using Microsoft word pivot table for all report to GM.

Areas of expertise not limited to the following;

- Jira and Github software development tools as manage project timeline and compiling

- code with vendor and inhouse developers
- Marketing Tools- Linktree, Buffer, AIOSEO, WP Rocket, Yoast SEO, Ahrefs, SEMrush, Jasper AI, Grammarly, Rytr
- Power Bi , Google Data Studio, GA4
- Google ads, Facebook Ads, Tiktok ads, Twitter ads, Programmatic ads, native ads, push up ads, banners ads, black hat advertisement, PPC
- SEO-Google Search Console, Google Trend, Google Keywords Planner, Metatags, Keywords, Backlink, Pages Performance, AIO SEO, WP Rocket , Snippet
- Social media Management (FB, IG, Twitter, Discord)
- E-Commerce (Lazada, Shoppee, Grab, Eatigo, Winetalk, Boozeat)
- Photoshop, AI, CS, Video Editor, Canva, Capcut
- Microsoft office, POS Microsoft admin 365

AREA OF EXPERTISE		
Self-starter	Data Analysis	Globalization Strategic Planning
Leadership	Agility	Social Media Management
Brand Building	Cost Control	SEM
Problem Solver	ROI forecasting	UI/UX - Figma
Creative	Budget Management	Inspiration
Content - Keywords	SEO	

LANGUAGE	
<ul style="list-style-type: none"> • English • Chinese • Bahasa Malaysia 	

EDUCATIONAL BACKGROUND

Institute	: Udeemy	Field of Study	: Coding
Cert	: Java	On Going	
Institute	: Google Academy	Cert	: Digital Marketing
		Graduation Date	: 2024
Institute	: University of Greenwich	Field of Study	: Marketing
Cert	: Bachelor's Degree in Marketing	Graduation Date	: 2016
Institute	: Segi University	Field of Study	: Marketing
Cert	: Diploma in Marketing	Graduation Date	: 2013

Institute : Segi College
Cert : Foundation in Business

Field of Study : Business
Graduation Date : 2010

Event Cohex 2023 – September and Christmas New year Countdown Event 2023

<https://www.facebook.com/cohex23/>

https://www.instagram.com/cohex_23/?hl=en

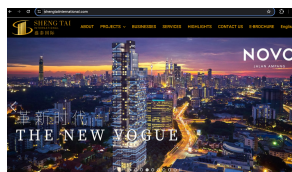


WEBSITE 2024 , 2023, 2017

<https://sooeazi.com/>

<https://shengtaiinternational.com/>

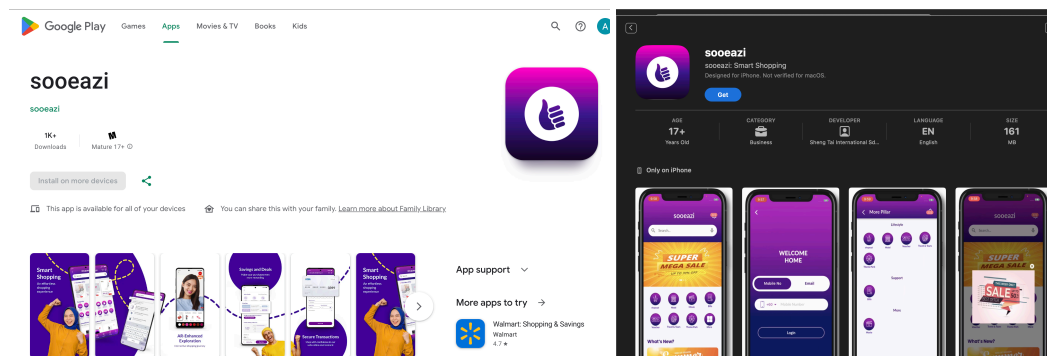
<https://Bio-X.games>



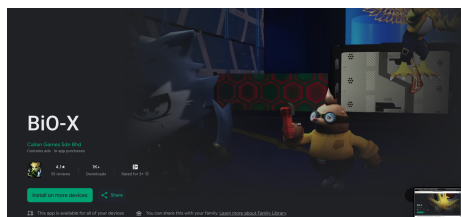
APP PLATFORM – Manage & Development 2024 , 2023,

2015 (E Commerce, Games)

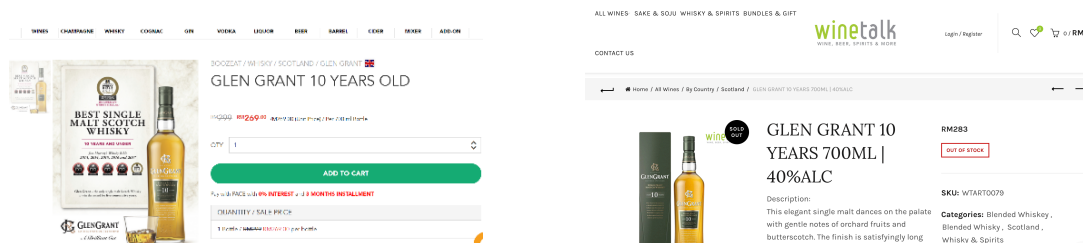
https://play.google.com/store/apps/details?id=com.stvip.sooeazi&pcampaignid=web_share
<https://apps.apple.com/my/app/sooeazi/id6463194882>



https://play.google.com/store/apps/details?id=com.caliangames.biox&hl=en_US

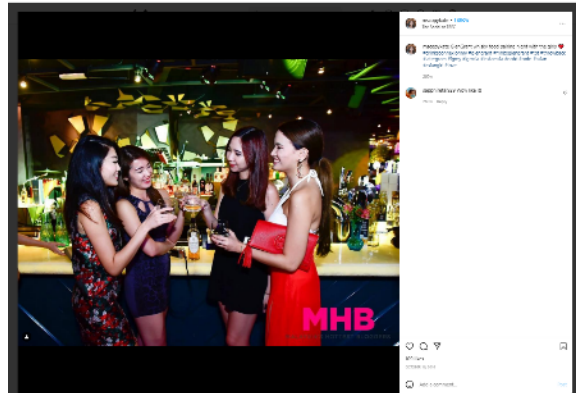


<https://www.boozeat.com/shop/product/glen-grant-10-years-old>
<https://www.winetalk.com.my/product/glen-grant-10-years-700ml-40alc/>



KOL/ INSTAGRAMMER /BLOGGER

<https://timchew.net/tag/glen-grant/>
<https://www.taufulou.com/glengrant-whisky-pairing-dinner-social-trec/>
<http://copykate.blogspot.com/2016/10/glen-grant-whisky-pairing-night-canapes.html>
<http://www.jennyma.net/2016/11/glengrant-1218-socialtrec.html>
<https://bestfoodnetwork.com/spicy-sharon/glen-grant-whisky-pairing-night-and-canapes-the-social-trec-kl>
<http://www.spicysharon.com/2016/10/glen-grant-whisky-pairing-night-and-canapes-the-social-trec-kl-review.html>



◦ 格兰冠独特的细高蒸馏器 ◦

1870年James Grant (The Major) 是第一个将纯净器(Purifier), 装置用在苏格兰威士忌蒸馏过程中。

纯净器在威士忌蒸馏的过程中可以排除多余的杂质让它们再蒸馏之外, 同时也藉此在这个过程中搜集最纯净的蒸气溶液。

同时, James Grant也改良蒸馏器的颈部, 让蒸馏机颈部加长且变细, 使得蒸馏时蒸气可以充分循环, 此举使得Glen Grant Single Malt格兰冠单一麦芽威士忌的口感格外轻盈, 不会有沉重的厚重感, 而显得圆润顺口, 纯净、丰富的果香与轻盈的酒精, 这就是格兰冠单一纯麦苏格兰威士忌成为世界上最受欢迎的威士忌之一, 且历久不衰的原因。



The Glen Grant whiskies are officially distributed by Drinks Connexion in Malaysia, and are now currently available at selected entertainment outlets and retailers in Malaysia. For retail enquiries or bulk order, contact Amanda Quar at amanda.quar@drinksconnexion.com.my

For more information on Glen Grant, head over to <http://www.glengrant.com/>



【当我们谈起品酒这回事.....】格兰冠 (GLEN GRANT) 威士忌12年及18年新酒品发布会 @ The Social, Trec



LAUNCHING GLEN GRANT 50 YEARS OLD WHISKY COST RM58,800.00 (PRESS RELEASE) <http://www.star2.com/living/2016/10/01/5-new-scotch-whiskies-for-malaysians-to-enjoy>



Press Release

<https://foodforthought.com.my/glen-grant-whisky-review/>
<https://www.lifestyleasia.com/kl/food-drink/drinks/4-glen-grant-whiskies-to-get-your-hands-on/>
<https://robbreport.com.my/2016/12/15/sir-dennis-malcolm-glen-grant-journey-whisky/>
<https://timchew.net/tag/glen-grant/>



SWISS WATCH GALLERY 2016 PARTNER COLLABORATION

<https://swisswatchgallery.com.my/stories/art-of-time-2016-grand-launch-by-swiss-watch-gallery/>



GALA PREMIER 2015 MOVIE JAMES BOND 007(GSC)

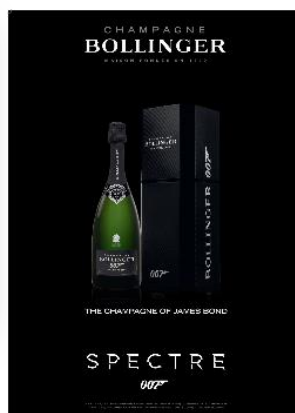
<https://www.gov.uk/government/news/glittering-gala-premiere-as-spectre-released-in-malaysia>



ONLINE CONTEST FOR JAMES BOND 007

https://www.facebook.com/sunrisewinnesspirits/photos/?ref=page_internal

<https://www.malaysiakini.com/news/312871>



malaysiakini
Stories and views that matter

A cow known as 'James Bond' along with the 007 tag belonging to breeder Mat Rusli Ismail, 47, was crowned as the winner of the Terengganu-level 'Mr Lembu (Mr Cow) 2015' competition.

Mat Rusli from Kampung Wakaf Dua, Marang, who took home the Perodua Axia car grand prize, said he never thought that the two-year old local breed (KK breed or Kedah/Kelantan Breed), would bring him luck.

"Alhamdulillah (all praise be to Allah) I did not expect to win due to stiff competition from seven other contestants from other districts.

TIME KULTURE EVENT COLLABORATION SWISS WATCH GALLER 2014

<https://www.thestar.com.my/news/nation/2014/08/19/best-of-swiss-timepieces-on-show/>

<https://valiram.com/swiss-watch-gallery-presents-time-kulture/>



ART OF TIME EVENT COLLABORATION WITH VALIRAM GROUP 2014

<https://valiram.com/swiss-watch-gallery-presents-its-fourth-installation-of-malaysias-premier-watch-luxury-exhibition-the-art-of-time/>



LAUNCHING OF 5 DECADES WHISKY (PRESS RELEASE)

<https://www.nocturnal.asia/news/glen-grant-launches-five-decade-limited-edition-single-malt-scotch-whisky/>

