



MIA LIM

Digital Marketing Manager



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PROFILE

Every achievement is a precious gift in my career, and I find joy in challenges while striving to make a positive impact through my work. I'm grateful for my love of art and gaming, which sparks my strategic thinking and creative inspiration. This, in turn, helps me enhance my visual aesthetic and contribute to effective marketing strategies. Whether leading solo or as part of a team, my enthusiasm in marketing journey always leads me toward continuous improvement to make a meaningful difference.

EDUCATION

BA (Hons) Marketing Management
University of Greenwich, UK
Jan 2021 – Mar 2023

Diploma in Business Studies
(International Business)
Tunku Abdul Rahman University College
May 2015 – May 2017

EXPERTISE

- Project coordination
- Solution implementation
- Team leadership
- Client negotiation
- Campaign planning
- Budget management
- Content creation

LANGUAGE

- English
- Mandarin
- Bahasa Melayu
- Cantonese



WORK EXPERIENCE

Jan 2023

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Present

Kincho Tech Marketing Sdn. Bhd.

Digital Marketing Manager

- Direct campaign initiatives and budget planning to maximize impact and drive results.
- Oversee and coordinate all operations for local and international projects, ensuring seamless execution and alignment with strategic goals.

Aug 2021

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Jan 2022

Persolkelly Workforce Solutions Malaysia Sdn. Bhd.

Marketing Specialist (Huawei Malaysia)

- Cultivate and maintain strong relationships with business groups, channels, partners, and customers to drive collaboration and growth.
- Leverage insights and connections to enhance brand visibility and foster lasting partnerships.

Jul 2019

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Aug 2021

Galaxis Healthcare Sdn. Bhd.

Digital Marketing Executive

- Lead and manage both offline and online marketing events to develop business opportunities.
- Drive branding initiatives and sales growth through strategic engagement and collaboration.



REFERENCES

Hee Saw Min

Persolkelly | HR

Phone: 017-9005693

Julia Ho

Galaxis | HR Manager

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