



# JOHNNY LIM

## Contact

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47800**

## Education

**Bachelor of Communication  
(HONS) Public Relations - 2018**

**Diploma in Hospitality ( Hotel  
Management ) - 2015**

## Expertise

**Project Management**

**Creativity**

**Interpersonal Communication**

**Analytics**

**Critical Thinking**

**Event Management**

**Social Media Management**

## Skills

**Adobe Illustrator**

**Adobe Photoshop**

**Adobe Lightroom**

## Summary

An ambitious branding & marketing professional with experiences across multiple industries. Strategic and innovative with a passion for driving brand awareness and product performance. Immersing myself in beauty of branding also believing the power of story telling.

## Work Experience

### Marketing Executive - SEA Region

**Nov 2022 - Present**

Leviat Sdn Bhd

- Supporting the Marketing Manager in completing agreed activities.
- Leading, organising and oversee advertising/communication campaigns (social media) , exhibitions and promotional events
- Prepare coherent reporting
- Bridging and building connections within company and institution for future opportunities
- Sourcing advertising opportunities
- Drafting advertising/marketing material

### Branding & Marketing Executive

**Aug 2020 - 2022**

Kossan International Sdn Bhd

- Lead on the development of visual message from conceptualization to finalization of sales and marketing collaterals such as sales communication deck, product digital assets and events.
- Partner with regional team in China to launch new product and brand activation in China.
- Implement consumer research and market trend into actionable insights.
- Create, select and manage the roll-out of content for digital media across all platform (e.g. website, Facebook)
- Assist in the development and execution of annual marketing plan.

### Advertising & Promotion Executive

**May 2019 - Aug 2020**

Quel International Sdn Bhd

- Execute annual advertising and event management.
- Monitor and execute social networking communications such as Facebook and Instagram.
- Coordinate and work closely interdepartmentally to ensure successful execution of campaigns, promotions and events.
- Manage, monitor and update all digital marketing communication channels, ensuring accurate and current information.
- Monitor the production, delivery and installation of advertising and promotions collaterals in support of project deadlines.

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**Media Sales Executive****Oct 2018 - May 2019**

Times Media Sdn Bhd

- Contact potential clients to describe advertising opportunities.
- Preparing sales pitch deck and pitch to the customer.
- Customer account management to handle customer communication on maintaining customer relationship.
- Managed to close a 40k sales with new customer within 3 months from joining.

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**Volunteer Experience & Leadership**

- UTAR Student Representative Council 2017/18
- Vice Chair Person of Photography Society EXCO 2016/2017
- Vice Chair Person- Kampar Fiesta 2017