

## Profile

Natasya Lim Soek Chin 林淑君

# Personal Details



<b>Name</b>	<b>Natasya Lim 林淑君</b>
<b>Profile</b>	<p>A career spanning of more than 10 years in marketing but in a diversified areas of advertising industry, as well as education industry. Currently I am the Regional International Marketing Manager in SEGi University, Malaysia, responsible for key global markets. My role encompasses agents-relationship marketing, market-trend analysis, and direct-to-consumer branding, with the aim of meeting company's overall KPI. Due to my results-driven nature, my overall job scope also requires me to oversee the scope of the day-to-day operations and administrative management.</p> <p>The roles I've held in the previous companies have given me great experiences/exposures in dealing with various categories of people of all sectors and heightened my awareness towards the different branding cultures throughout different countries. Also, while the education industry differs greatly from the ad industry, the 'marketing' experiences are the same, and it is the accumulated wealth of 'marketing' experiences that have helped catapulted my career growth.</p> <p>After 10 years of experiences in sales and marketing, I am now looking for a different career pathway.</p> <p>Although the remuneration and benefits are good in SEGi, I am hoping a change that will enable me to move into new areas of growth and personal development. I hope a change of environment will provide the opportunity for me to venture into a new and different stage in my life and in my career.</p>
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<b>Nationality</b>	Malaysian
<b>Gender</b>	Female
<b>Languages (including dialect)</b>	English, Mandarin & Malay – all written and spoken Cantonese, Hokkien - spoken
<b>Referral</b>	<b>Ms Chong Weng Lian</b> <ul style="list-style-type: none"><li>- Vice President of Operations, former superior in SEGi University Chief Operation Officer, HELP Academy</li></ul> <b>Mr Norman Chu</b> <ul style="list-style-type: none"><li>- Vice President of Operations, SEGi University</li></ul>

*\*contact will be given upon request*

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# Academic Qualifications

<b>2004</b>	<b>Bachelor of Art (Hons.) in Mass Communication</b> Honours degree • Curtin University
<b>2002</b>	<b>Diploma in Advertising</b> Diploma • TARC

# Certifications / Awards

<b>Microsoft</b>	<b>Business Analysis with Microsoft Excel</b> Knowledge Pathway
<b>Secretariat</b>	<b>Executive Secretaries &amp; Personal Assistants</b> The Asia Business Forum
<b>Business Writing / Business English</b>	<b>Foundation &amp; Intermediate Business English</b> Business Communication Certificate • British Council
<b>A Competency Series Workshop (6 months)</b>	<b>SEGi Ambassador Program</b> (a program for the successor of the immediate superior • Vice President of International Marketing)

# Software & Skills

<b>Interactive Media / Multimedia Tools</b>	Adobe Creative Suite (Photoshop, Illustrator, InDesign), Macromedia Director
<b>Office Productivity</b>	Microsoft Office (Word, Excel, PowerPoint, Outlook)

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# Experience Highlight

<u>Organization</u>	<u>Designation</u>
<b>SEGi University</b> <i>International Marketing</i> 2016	<b>Senior New Business Development Manager, International Marketing Marketing</b> <ul style="list-style-type: none"><li>- Establish relationships with recruitment agents through business development and marketing campaign</li><li>- Visit and make regular contacts with current and prospective agents to develop strong relationships</li><li>- Getting to know how recruitment agents operate and understanding their company's and country culture</li><li>- Develop marketing campaigns through online channel as well as traditional methods</li><li>- Engage with and recruit prospective agents and students through online channels and marketing campaigns</li><li>- Coaching and conduct product training to agents and front liners</li><li>- Making visits and presentations to agents, students, parents, embassies, schools, universities</li><li>- Develop and ensure effectiveness of sales and marketing materials</li></ul>
<i>International Marketing</i> Dec 2009 – 2015	<b>Senior Regional Manager, International Marketing Sales &amp; Marketing</b> <ul style="list-style-type: none"><li>- Agent and student recruitment (support overseas agents, counselling students and parents) (Regions: Central Asia – main focus, South East Asia)</li><li>- Collaborations</li><li>- Franchising SEGi's programs</li><li>- Market research</li></ul> <b>Operations</b> <ul style="list-style-type: none"><li>- Daily operation for International Marketing (supporting VP of the department)</li><li>- Monitoring and analysing sales performance and visa</li><li>- Work closely with in-house designer on marketing materials</li></ul> <b>**Achievement:</b> <ul style="list-style-type: none"><li>- Total recruited about 1400 students over the years and helping company making million Ringgit (RM)</li></ul>
<b>Octagon Creative Sdn Bhd</b> <i>(4A Advertising Firm in Malaysia)</i> 2007 – 2009	<b>Account Executive</b> <ul style="list-style-type: none"><li>- Client Servicing</li><li>- Analyse and understand client's product, positioning, needs and wants</li><li>- Market research</li><li>- Work closely with in-house designer on artwork/visual</li><li>- Media planning/booking</li><li>- Liaise with media house, suppliers and etc.</li><li>- Photoshoot (locally and internationally)</li></ul> <b>Domestic Account:</b> <ul style="list-style-type: none"><li>- QSR Brands</li><li>- KFC Holdings</li><li>- YTL</li><li>- Media Prima</li><li>- Kuwait Finance House</li><li>- KWAP</li></ul> <b>International Account:</b> <b>Hilton Group</b> <ul style="list-style-type: none"><li>- Hilton Wangfujing</li><li>- Hilton Beijing</li><li>- Hilton Beijing International Airport</li><li>- Hilton Guiyang</li><li>- Hilton Hanoi</li><li>- Hilton Bangkok</li><li>- Hilton Wuxi</li><li>- Doubletree Beijing</li><li>- Doubletree Kunshan</li><li>-</li></ul> <b>Swissotel Beijing</b> <b>Invito Restaurant (Italian restaurant in Beijing)</b>

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<b>Octagon Creative Sdn Bhd</b> <i>(4A Advertising Firm in Malaysia)</i> 2007 – 2009	<b>**Achievement:</b> <ul style="list-style-type: none"><li>- Hilton Group was one of the largest client. In 2008 during the Olympic Game season, we managed to pitch 2 big projects of Hilton in China: Hilton WangFuJing and Hilton Wuxi. I followed through the entire projects and were on site for all the final touch-up works before launching of the hotels. The projects were completed in time for the launching during the Olympic Game 2008 China</li></ul>
<b>Bristol-Myers Squibb (Mead Johnson)</b> <i>Medical Marketing</i> 2005 – 2007	<b>Medical Marketing Executive</b> <b>Sales &amp; Marketing</b> Coordinating marketing events round the year <ul style="list-style-type: none"><li>- Organizing marketing and relation-building events for nurses, doctors, and pharmacists</li><li>- Participate in annual Government Educational Programmes organised by Prenatal Society Malaysia (PSM), Obstetrical &amp; Gynaecological Society Malaysia (OGSM), Malaysian Paediatric Association (MPA), etc.</li><li>- Keep track of Nutritional Representatives performance record</li></ul> <b>Brand Visibility</b> <ul style="list-style-type: none"><li>- Create customer awareness &amp; relationship building through brand visibility activities / projects (e.g. redemption programs, gimmicks, direct mailing etc.)</li></ul>
<b>MCS International College</b> <i>* SEG International</i> <i>Marketing / Education</i> 2004 – 2005	<b>Business Development Executive cum Tutor</b> <b>Sales &amp; Marketing</b> <ul style="list-style-type: none"><li>- Media and marketing planning for organization print &amp; electronic advertisements</li><li>- Organizing and participate in marketing events for example like education fairs, road-shows, school visits, conducting workshops in schools, etc.</li><li>- Promoting and explaining courses in details on how it will lead to a career path</li></ul> <b>Tutoring</b> <ul style="list-style-type: none"><li>- Conduct tutorials and lectures for mass communication / advertising subjects</li><li>- Providing training on design tools (e.g. Adobe Illustrator, Adobe Photoshop, etc)</li></ul>
<b>Krakatua Sdn Bhd</b> <i>Freelance</i> 2005	<b>Copywriting</b> <ul style="list-style-type: none"><li>- Copywriting for marketing materials in various languages (Chinese, English, Bahasa Malaysia)</li></ul>
<b>Premier Zone Corporation Sdn Bhd</b> <i>Freelance</i> 2005	<b>Copywriting</b> <ul style="list-style-type: none"><li>- Copywriting for marketing materials (brochures / leaflets) in dual languages (Chinese &amp; English)</li></ul>