

YEE VONNE PANG

586G Seaview Gardens, Ujong Pasir 75050 Melaka, Malaysia
Tel : 017-886 4437
Email : yeevonne74@live.com

PERSONAL PARTICULARS

Age	: 43 years old	Marital Status	: Single
Nationality	: Malaysian	Date of Birth	: 26 th May 1974
Race	: Chinese	IC No.	: 740526-04-5144
Gender	: Female		

EDUCATIONAL BACKGROUND

Bachelor's Degree in Business Administration

University of South Dakota
December 2000

Sijil Pelajaran Malaysia

Sekola Menengah Infant Jesus Convent
December 1991

EMPLOYMENT BACKGROUND

Pantai Hospital Ayer Keroh

Head of Marketing
October 2017 - Current
RM 9,923 (Basic) + RM 370 (Allowance)

Daily Duties:

Reporting to Chief Executive Officer

Responsible for marketing, business development and communication activities in terms of implementation, evaluating corporate customers, monitor customer satisfaction levels, pursue new business opportunities by expanding the Hospital's customer base according to the department's overall objective. Heading the Marketing Department.

- Propose, develop and execute business solutions in staying ahead of competitors
- Preparation of reports and analyzes for Management's decision making purposes
- Working on the hospital's social media with various groups
- Overseeing the internal and external communications of the hospital
- Streamline strategy, plan and develop effective sales programs by creating and improving the Hospital's services and development in consultation
- Responsible for creating, improving, pricing and managing Insurance Healthcare service providers
- Promote activities throughout the health and tourism industry to existing and potential customers including coordination with Government agencies
- Plan and implement appropriate work processes/procedures and to provide high quality care for customers and increase the efficiency of the operations

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- Monitor the effectiveness of marketing initiatives in achieving the overall business goals and targets Develop and explore new innovative ways of selling and promoting the Hospital's services
- Liaise with key corporate customers, including corporate clients, insurance companies, TPAs MCOs, Government agencies to maintain good business relationships and to obtain feedback of our Hospital's services
- Build, develop and establish appropriate alliances and networks with existing and potential corporate customers and ensure a strong image positioning for the Hospital
- Seek and develop new business opportunities and initiate/develop partnership sales initiatives with various group organizations both within and outside Malaysia
- Coordinate with managed care, corporate customers and Government agencies of the Hospital network as and when appropriate
- Periodic review of agreements, contracts, business proposals on financial implications and seek advice from appropriate personnel as and when appropriate
- Conduct market research or feasibility studies in the area of competition, prospective clients for potential new businesses by developing plans to capture the market segment
- Keep abreast of developments in the health care industry and market trends therein
- Propose, develop and execute business solutions in staying ahead of competitors
- 8 team members reporting to me

Achievements

- Managed to close the budget gap for end 2016 and beginning of 2017
- Organising various CSR projects
- Achieve monthly targets of visits

Reason for Leaving:

Looking for better prospect

Pantai Holding Berhad

Corporate Communications Manager

April 2012 – September 2016

RM 9,991.00

Daily Duties:

Reporting to Chief Executive Officer

Responsible for the corporate communications department in the holdings company whilst working closely with all hospitals under the brand. Presenting and maintaining a positive public image of an organization includes proactively developing media outreach strategies, creating and implementing product or service announcements, working with vendors and strategic partners, and assisting executives with public speaking engagements.

1. Strategic Planning

- participates in the development and implementation of communication plans
- develops comprehensive strategies to support the direction of the group

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- access communications programs, report findings and recommend improvements
- 2. **Internal Communications**
 - create communication strategies and appropriate messaging for sensitive and confidential materials to be communicated to internal and external party
 - initiate, promote and encourage effective internal and external communication strategies at all levels
 - lead the creation, editorial planning, content development, layout and production of website and newsletters as well as looking into the human resources internal communication
 - oversee the development of new releases, statements, articles etc.
 - oversee the writing and coordination of speeches, briefing notes and media related articles
- 3. **Corporate Reporting**
 - manages and reports of media measurements statistics in-conjunction with external media monitoring service
- 4. **Media Relations**
 - manages proactive and reactive media relations to obtain and shape news coverage of group of hospitals
 - coordinates and prepares internal subject matter experts in response to media reports
 - oversee the planning, coordination and execution of news conferences and other media events
- 5. **Crisis Communication**
 - responsible for Crisis Communication at the Holdings level.
 - responsible for updates and management of crisis communications preparedness and activity
 - participates in Emergency Response Task Team
- 6. **Budgeting**
 - under the supervision of the COO, prepares, monitors and analyzes the operating and expense budget
- 7. **Corporate Social Responsibility**
 - manages all group level CSR
 - coordinates and sometimes manages hospital level CSR
 - manages a health fund for the principal company IHH single handedly

Achievements

- Organizing various CSR projects, a minimum of 1 project 2 months
- Successfully organized hospital launches of various kinds
- Successfully organized events and projects for the company of various kinds
- Achieve monthly targeted events, media exposure
- Achieve great social media exposure for the group

Reason for Leaving:

Got a transfer back to Melaka to assist with the Marketing

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Pantai Hospital Ayer Keroh

Senior Marketing Executive (Acting Business Development Manager)

May 2007 – March 2012

RM 4294

Daily Duties:

Reporting to Senior Operation Manager/Chief Executive Officer

Responsible for marketing and business development activities in terms of implementation, evaluating corporate customers, monitor customer satisfaction levels, pursue new business

opportunities by expanding the Hospital's customer base according to the department's overall objective. Heading the Business Development Department.

- Streamline strategy, plan and develop effective sales programs by creating and improving the Hospital's services and development in consultation with the HOD
- Responsible for creating, improving, pricing and managing Insurance Healthcare service providers
- Promote activities throughout the health and tourism industry to existing and potential customers including coordination with Government agencies
- Plan and implement appropriate work processes/procedures and to provide high quality care for customers and increase the efficiency of the operations
- Monitor the effectiveness of marketing initiatives in achieving the overall business goals and targets in consultation with the Management team of the Hospital
- Develop and explore new innovative ways of selling and promoting the Hospital's services
- Liaise with key corporate customers, including insurance companies, TPAs MCOs, Government agencies to maintain good business relationships and to obtain feedback of our Hospital's services
- Build, develop and establish appropriate alliances and networks with existing and potential corporate customers and ensure a strong image positioning for the Hospital
- Seek and develop new business opportunities and initiate/develop partnership sales initiatives with various group organizations both within and outside Malaysia
- Coordinate with managed care, corporate customers and Government agencies of the Hospital network as and when appropriate
- Service existing customers by responding promptly to their needs or problems and liaise with internal departments to ensure a favorable outcome
- Periodic review of agreements, contracts, business proposals on financial implications and seek advice from appropriate personnel as and when appropriate
- Maintain records on contracts, insurance and other related materials
- As and when required, to attend meetings with corporate customers, Government agencies and departmental and/or management meetings
- Conduct market research or feasibility studies in the area of competition, prospective clients for potential new businesses by developing plans to capture the market segment
- Monitor competitors and make recommendations to the HOD/Management on market developments
- Keep abreast of developments in the health care industry and market trends therein

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- Assist the HOD to coordinate the work of designated employees by reviewing completed works for adherence to project expectations and objectives
- Interface with Marketing and Business Office activities of the hospital
- Assist the HOD in facilitating staff workforce, planning, development and utilization of resources as and when required
- Propose, develop and execute business solutions in staying ahead of competitors
- Preparation of reports and analyzes
- Analyze, review and interpret reports for Management's decision making purposes
- Worked closely with the Corporate Communications Department in HQ with all PR matters
- Working on the hospital's social media with various groups

Achievements

- Managed to organized the roadshow for Hospital Pantai Air Keroh's Pink Ribbon of Life - a Breast Cancer Awareness Campaign in 2007, 2008 & 2010
- Organising various CSR projects
- Organised successfully the 2008 CEO's Retreat for Pantai Holdings, Pantai Hospitals and Parkway CEOs/Directors
- Achieve monthly targets of visits
- Organizing ad-hoc hospital tours for various groups eg. students, corporate companies, government bodies, foreign companies, etc.
- Organizing talks for doctors and corporate companies
- Written press releases, articles & newsletters for the hospital
- Involved with the Social Media team from HQ on new policies, SOPs & procedures that need to be rolled out to all Pantai Group of Hospitals.

Reason for Leaving:

Got promoted to Pantai Holdings Berhad

Kelly Services Sdn Bhd

Permanent Unit Manager

July 2001 – April 2007

RM 2640 (Basic only) + Fixed allowances (Mobile/travelling)

Daily duties

- Attending to walk in candidates
- Handling incoming and outgoing calls
- Scheduling interviews appointments with candidates and clients
- Matching candidates to relevant jobs available
- Preparing quotations for clients
- Filling orders
- Conducting interviews and screening
- Conducting reference checks on candidates
- Preparing candidates resumes for clients

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- Preparing contracts for candidates
 - Organizing candidate care programs such as tea parties, newsletters, etc.
 - Filing, faxing and typing
 - Conducting exit interviews
 - Preparing daily reports
 - Managing the account business plans for establish and long term clients
 - Collecting timesheets from the candidates
 - Dexing (keying in into the system) of candidates particulars
 - Handling payroll for a contract client for about 250 staff
 - Visiting clients and candidates in a daily and weekly basis
 - Checking and verifying billings to clients
 - Preparing advertisements for current and future positions
-
- Liaising with government bodies such and Jabatan Buruh and Jabatan Tenaga Rakyat
 - Conducting training/briefing for candidates
 - Onsite and road recruitments
 - Doing presentation with clients
 - Liaising with client contacts
 - Preparing monthly budget
 - Conducting Domestic Inquiry
 - Ensuring candidates salary

Achievements

- Able to grow the amount of contract staff from 85 to 250 in a period of 5 months
- Able to assist clients in getting quality candidates in
- Implemented candidate management/care programs
- Able to grow most of the clients accounts

Reason for Leaving

Seek for better career advancement opportunities and exposure

Chae's Inc

Host/Waitress/Assistant Manager

October 1998 – March 2001

USD 1000

Daily Duties

- Be in charge of all the duties of waitresses and hostess
- Making sure that everything in the restaurant is in tip top shape
- Drawing up schedules and making sure that there is enough help every shift
- Making sure that there is enough inventory for the waitress and hostess to work with
- Making deposits at the bank for daily earnings

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Achievements

- Have been just a regular part-time waitress when I started and have been given more responsibilities since

Reason for Leaving

Left USA for Malaysia after studies

University of South Dakota

Office Assistant/Student Assistant
January 1997 – October 1998
USD 700

Daily Duties

- Working with the International student Advisor, made me learn a lot about immigration and legal procedures. Was able to met with a lot of people too

Achievements

- When I join the office, it was not very organised and I was the one appointed to organize it and till today the system is being used in the office.

Reason for Leaving

Wanted to try something else while I was still a student and work lot in school was too heavy for the long hours

Bradstock Inc.

Secretary/Personal Assistant
October 1995 – April 1996
RM 1600 (including OT and allowances)

Daily Duties

- Initially I was the assistant to the Risk Department Manager. After the secretary to the General Manager quit, I was to also assist him in his duties and personal errands including all other office duties. Duties in office includes all regular filing , typing and interpersonal skills.

Achievements

- Was able to learn a lot of things about the policies of insurance and how it was drawn up. Worked through many long evening hours but it was worth what I know now

Reason for Leaving

To further my studies in Business in the USA

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Neptune Agencies Pte Ltd.

Administrative Assitant
July 1994 - September 1995
SGD 900

Daily Duties

- Basic secretarial duties and working office machinery such as the computer, faxes, copiers and telexes

Achievements

- Was able to learn a lot of things about the shipping policies and drawing up schedules for the boarding officers. Worked through many long evening hours but it was worth what I know now.

Reason for Leaving

My grand dad was ill and I had to move closer to home

SOFTWARE SKILLS

MS Word, MS Excel, MS Power Point, MS Publisher, Adobe, Photo Shop, MS Access, Internet, Email

LANGUAGE PROFICIENCY

Spoken: English, Chinese, Bahasa Malaysia
Written & Read: English & Bahasa Malaysia

EXPECTED SALARY & AVAILABILITY

RM 13,500.00 (basic salary) per month and 3 month notice (negotiable)

ADDITIONAL INFORMATION

Strengths

- Good Time Management skills
- Dependable
- Leadership charisma and skills
- Tenacity
- Client and customer awareness
- Dynamic team player
- Sense of Urgency & Responsibility
- Highly inquisitive
- Creative and resourceful

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- Organizing events successfully from scratch
- Excellent cross-cultural communication skills
- International living experience
- Consultative skills
- Analytical skills
- Initiative

Objective

To achieve and expand my horizons, experiences, knowledge and skills in whatever I do.