



LIM SIEW JIN

INTERNATIONAL BUSINESS & MARKETING

WORK EXPERIENCE

MALAYSIAN TIMBER COUNCIL (MTC)

International Business and Marketing Executive (May 2021 – Present)

- Coordinate and engage in international trade fairs, seminars, and conferences.
- Organise marketing missions, trade visits, and ministerial missions.
- Offer marketing and business development assistance to regional offices, and maintain up-to-date market insights on the domestic and international timber industry.

TOSHIBA TEC MALAYSIA SDN BHD

Senior Marketing Support Executive (Feb 2017 – Apr 2021)

- Collaborate with the Principal/Agency regarding the provision of advertising and promotional materials.
- Oversee and supervise the execution of marketing events/activities at seminars, product launches, exhibitions, tournaments, and customer visits.
- Deliver post-event reports, conduct budget utilisation assessments, and furnish updates on the status of marketing initiatives.

I-CITY PROPERTIES SDN BHD

Management Trainee (Nov 2016 – Jan 2017)

- Oversee press releases and communication between media outlets for launch events.
- Coordination of corporate bookings and theme park packages.
- Management of social media platforms.

UNIQLO (MALAYSIA) SDN BHD

Uniqlo Manager Candidate (Feb 2016 – Oct 2016)

- Accountable for achieving sales targets, profit margins, and overseeing inventory management.
- Strategic planning of the store's layout, aesthetics, and visual merchandising.
- Crafting and managing the working schedule to optimise the store's operational efficiency.

EDUCATION

OXFORD BROOKES UNIVERSITY

BA (Hons) Business and Marketing Management (2012 – 2015)

- Achieved Upper Second Class Honours.
- Proficient in critical inquiry with a solid understanding of contemporary business methodologies.
- Completed modules in strategic marketing management, professional practice, and international marketing.
- Engaged in elective modules covering e-business and the German language.

HELP UNIVERSITY MALAYSIA

A-Levels (2011 – 2012)

- Achieved grades of B in Mathematics, C in Biology, and C in Chemistry.
- Engaged in the United Nations' club activities.

SMK SERI BINTANG UTARA

SPM (2010)

- Achieved 7As and 2Bs in nine subjects, including Mathematics (A) and English Language (A).
- Served as Head Prefect on the Prefectorial Board.
- Held the position of Head of the English Department on the Editorial Board.

CONTACT DETAILS

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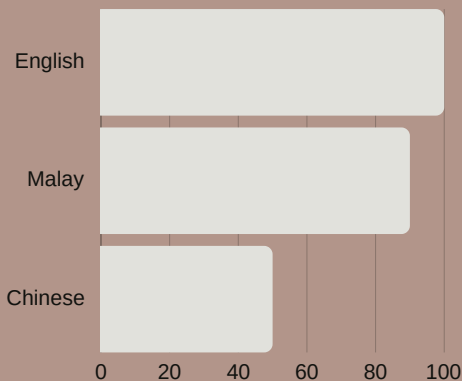
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No. 15, Jalan Hijau Pelangi U9/51B, Seksyen U9,
Cahaya SPK, 40150 Shah Alam, Selangor,
Malaysia

COMPUTER SKILLS

Microsoft Office
Spreadsheets
PowerPoint
Email
Web and Social Media

LANGUAGES



INTERESTS

Embarking on new adventures and diving into different cultures
Playing badminton and swimming like an aquatic champion
Conquering mountains with epic hikes
Rocking to the rhythm of music