

CHONG CHEE KIAN (SAGE)

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ABOUT ME

I am a highly accomplished and enterprising visionary with nearly a decade of experience in Business Development and Marketing within the FMCG, MLM, Building Material, and Retail industries. I combine exceptional sales and marketing skills with top-tier general management qualifications. As a results-oriented and decisive leader, I have a proven track record of establishing a lasting presence in new markets, identifying growth opportunities, and fostering strong business alliances.

AREA OF EXPERTISE

Business Development | Collaboration Talent Strategic | Channel Development | Key Account Management | Online Marketing

WORKING EXPERIENCE

MR DIY SDN BHD | **September 2023 – Present**
BUSINESS DEVELOPMENT ASSISTANCE MANAGER

Results-driven and strategic-minded Business Development Manager with a proven track record of driving rapid growth and developing successful business models at MR DIY. Skilled in business planning, proposal creation, market analysis, and launching innovative store-in-store concepts. Expert in identifying market opportunities and implementing effective strategies to support B2B & B2C sales and marketing objectives. Experienced in managing relationships with key stakeholders and delivering merchandising strategies that align with business partners' expectations and company goals. Seeking a challenging role to leverage my expertise in contributing to an organization's success and profitability.

Job responsibility :

- Spearheaded the successful launch of a new brand, overseeing all stages from concept to market introduction.
- Conducted comprehensive market studies and research on industry practices and key market players, leading to the development of effective market entry strategies for mid to high-end sanitary ware.
- Planned and proposed strategic initiatives for the brand's first year, ensuring alignment with MR DIY's existing practices and consumer expectations.

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- Led the strategic site selection process for new store locations, focusing on high-potential markets to maximize brand visibility and sales growth.
 - Developed and executed store launch strategies, ensuring smooth market entry and successful openings.
 - Built a complete ecosystem to support the brand's growth, integrating supply chain management, marketing strategies, and sales operations.
 - Established and maintained connections with Chinese suppliers to monitor and develop the Malaysian market, ensuring product availability and quality.
 - Monitored monthly sales performance, conducting detailed analyses to identify trends and opportunities, and implementing strategic plans to drive sales growth.
 - Actively sought and secured business partnerships and collaborations to enhance market presence and drive brand growth.
 - Communicated effectively with stakeholders, ensuring the successful execution of events and initiatives and fostering strong relationships.
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Key Achievement :

- Successfully launched a store-in-store concept in A Mall, achieving a 40% sales increase in the second month and a 60% increase in the third month.
- Launched a modular showroom in MR DIY's Mid Valley flagship store, featuring a live section for smart WCs, enhancing customer experience and driving product engagement.
- Developed and executed a strategic first-year startup plan, resulting in rapid market recognition and brand growth.
- Established key partnerships with Chinese suppliers, ensuring consistent product quality and efficient supply chain management.
- Increased monthly sales by 20% within the first six months through targeted marketing and sales strategies.

BIG BATH SDN BHD | **April 2021 – August 2023**

BUSINESS STRATEGIST(Promoted from Business Development, Jun 2021)

Results-driven and strategic-minded Business Development and Business Strategist with a proven track record of driving rapid growth, developing successful business models, and establishing strong partnerships. Skilled in analyzing market dynamics, identifying opportunities, and implementing effective strategies to support B2B sales and marketing objectives. Experienced in managing relationships with key stakeholders and delivering merchandising strategies that align with Business Partners expectations and company goals. Seeking a challenging role where I can leverage my expertise to contribute to the success and profitability of an organization.

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Job responsibility :

- Developed a new business model and guided planning/forecasting while overseeing all accounting and reporting.
 - Development based on user behavior, industry insights, competitive landscape, product line up and potential impact.
 - Create a systematic, process-driven approach to partner outreach and relationship management.
 - Drive rapid growth and support the company's B2B client sales and marketing objectives.
 - Identify and source partnership opportunities through inbound lead follow-up.
 - Collaborate with management and other marketing teammates to align our internal goals with new and existing partner relationships.
 - Keep a great ongoing relationship with current partners and offer new ways to grow the partnership & merchant.
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- Plan and develop merchandising strategies that balance customers' expectations and company's objectives.
 - Develop strong and productive relationship with multiple stake holders in partner organization.
 - Segment partner and industry segments according to market priorities; develop key strategies for partnership
 - Interview, filtering & recruit business partner/merchant.
 - Monitored the department's budget and proactively implemented corrective actions where necessary.
 - Ensured cost control without compromising quality and standards.

Key Achievement:

- Plan and stature the whole Franchise package
 - Able to sign franchise outlets during the pandemic
 - Develop and maintain relationships with target clients, increasing new client count by 15% per quarter.
 - New Channel Development – Collaborate with German Brand for the ID experience store.
 - Project leader:
 - a. New Concept Store – Big Bath Concept+ (Kuching & Penang)
 - b. Internal upsell skill training program
 - c. B2B Marketing and Sales Keynote Speaker
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103 COFFEE ROASTERY SDN BHD | Feb 2020 – March 2021

BUSINESS DEVELOPMENT SPECIALIST

As a Business Development Specialist at 103 Coffee Roastery, I played a key role in contributing to the development and refinement of the company's vision and business strategy. One of my major accomplishments was building a successful E-commerce business from scratch, establishing a strong online presence and driving significant sales growth.

Developing and managing B2B accounts, particularly with group restaurants, restaurants, and cafes. Through strategic initiatives, I effectively enhanced brand visibility and expanded the company's reach in the market. Monitoring sales progress, I consistently ensured that sales targets, including volume, SKU, and customer account objectives, were met.

Job responsibility :

- Contributed to the development and refinement of the company's vision and business strategy.
- Successfully built an E-Commerce business from scratch.
- Developed and managed B2B (Group Restaurants, Restaurant, Cafe) accounts and increased brand visibility for company products.
- Monitored sales progress in the market to ensure target (volume, SKU, customer account) and objectives were met.
- Formulate strategies to build a lasting brand digital connection with our customers.
- Conceptualize, develop, plan, execute, and manage digital marketing strategies through social media platforms to drive brand and product awareness.
- Amplify and manage the company's products/brands presence on social media platforms with a sound SEO and SEM strategy.
- Leverage social media platforms and digital media to expand reach and engage customers in a cost-effective and measurable way.
- Monitor and analyze online marketing campaigns, website traffic, and social media metrics to identify trends and make data-driven decisions
- Worked closely with the marketing team to create video content for digital platforms such as Facebook, Instagram, and Google Ads, among others.
- Created, managed, and maintained social media platforms and online marketing campaigns.
- Supported the overall process of management and corporate decisionmaking, aiming to maximize short, medium, and long-term profitability and shareholder returns.
- Developed, reviewed, and reported on the B2B2C development division's strategy, ensuring the team understood and executed the strategic objectives effectively.

Key Achievement:

- Successfully met company online sale target by 120% between the year 2020 and 2021.
- Distribution management - build and manage a In House Marketing Team from zero.

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I-LINKAGE SDN BHD | JULY 2017 – JAN 2020

BUSINESS DEVELOPMENT EXECUTIVE

As a Business Development Executive at I-LINKAGE SDN BHD from July 2017 to January 2020, I was responsible for executing sales and marketing initiatives and driving business growth. This included organizing and participating in business events, establishing collaborations with partners and sponsors, and conducting market mapping and surveys to identify new opportunities in the Malaysian market. I provided regular updates to management on market trends and movements, and actively assisted in planning, executing, and evaluating promotions, 3rd party collaborations, and marketing events. Additionally, I played a key role in the development and production of marketing collaterals, and effectively managed media and publicity through various channels, such as promotion activities, press releases, and social media. Furthermore, I supported the Malaysia team by promptly responding to messages and inquiries received via social media platforms.

Job responsibility :

- Executed sales and marketing initiatives, including business events, collaborations with partners and sponsors.
 - Conducted market mapping, surveys, and customer profiling to identify new opportunities in the market.
 - Provided regular updates to management on market trends and movements.
 - Assisted in planning, executing, and evaluating promotions, 3rd party collaborations, and marketing events.
 - Contributed to the development and production of marketing collaterals.
 - Assisted in media development and managed publicity through promotional activities, press releases, and social media platforms.
 - Responded to messages and inquiries via social media on behalf of the Malaysia team.
 - Developed training materials to enhance team knowledge and skills.
 - Worked towards enhancing the image and awareness of Nutric's branding.
 - Assisted in the annual marketing planning, budgeting, and forecasting processes.
 - Maintained client relationships by providing support, information, and guidance.
 - Conducted research and recommended new opportunities for clients, as well as improvements in profitability and service.
 - Demonstrated innovation in identifying and driving business opportunities, while effectively converting challenges into opportunities.
 - Cultivated a driver mindset with a focus on becoming the top choice in the market.
 - Consistently met monthly and annual sales targets.
 - Conducted cost management analysis and implemented cost containment strategies.
 - Prepared executive strategies to develop market share and improve profitability.
 - Generated weekly sales target achievement reports and forecasts.
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Key Achievement:

- Manage to rebuild Malaysia Team from ZERO.
- Remain and recruited new batch of leaders from 10 groups – 52 groups in Nationwide.

THE LABLE INTERNATIONAL SDN BHD | JULY 2014 – JUNE 2017 MARKETING EXECUTIVE

As a Marketing Executive at The Lable International Sdn Bhd from July 2014 to June 2017, I played a pivotal role in managing the sales order process, ensuring efficient sales order collection, reservation, and confirmation. I meticulously handled the administration, documentation, and financial reconciliation of our customer base, maintaining accurate records and fostering strong customer relationships.

Job responsibility:

- Led the management of the sales order process, including sales order collection, reservation, and confirmation.
- Ensured proper administration, documentation, and financial reconciliation of the customer base.
- Co-led Operations and Finance in the product delivery process to meet customer commitments.
- Communicated cross-functionally with internal interfaces to ensure smooth coordination.
- Generated and compiled inventory data to maintain healthy stock levels.
- Tracked and analyzed monthly sales by customer and product category.
- Monitored and tracked incoming shipments, including bulk and sample orders, as per the Open Order Report.
- Managed article drops, shipment tracking, and ensured timely pick-up of all PreOrders.
- Adjusted the order book according to delivery information and promptly informed customers and the sales team about any delays.
- Delivered reliability and responsiveness to customer requests and complaints.
- Processed direct-to-consumer stock replenishment.
- Processed and supported the creation of purchase orders for non-trade purchases, ensuring timely submission to Finance.

Key Achievement:

- Manage to list into grocery & pharmacy within 3 months.

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PERSONAL DEVELOPMENT & OTHER KEY INFORMATION

- Education : Inti International University
- Master of Business Administration in Global Business (May 2022 – March 2024)
- Segi University
- 2014 Mass Communications Bachelor Degree - Second-class (Upper-Divisi
 - 2012 Diploma in Mass Communications
- SMK Jalan Arang
- Sijil Pelajaran Malaysia (SPM)
- Soft Skill : Microsoft Office – 4/5 , Adobe Photoshop, Illustrator, Premier Pro 3/5
- Spoken & Written Skills : English | Bahasa M'sia | Mandarin

OTHER PARTICULARS

- Willingness to travel : Yes
- Last Drawn Salary : RM 7,000 (RM 500 Travel + Phone & TnG allowance)
- References : Ms Alice Yip (Founder of The Label International) +60123280332
- : Ms Nicole Mok (Country Manager – M'sia/ Sing) +60193306039
- Mr Leo (COO of MR DIY) +60162287470