



## Contact

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### Address

Grand Medini Residence  
Iskandar Puteri 79250 JB

## Education

### BACHELOR OF ARTS (HONS) MASS COMMUNICATION

Liverpool John Moores University

### DIPLOMA IN MASS COMMUNICATION (Media Studies)

Tunku Abd Rahman College

### SPM

SMK Kepong Baru

## Expertise

- Microsoft Excel
- Microsoft Power Point
- Microsoft Word
- Social Media campaigns

# PRIYA DHASHENI LETCHUMANAN

## Assistant Marketing Manager

Results & people oriented, self-motivator, highly committed to work towards personal & company goals. Dynamic and active with good analytical skill, competent, independent, team player, possess good social skills with a keen investigative mind, cheerful, optimistic, hardworking, and persistent in nature.

Possess a keen and intuitive mind, always keen to learn new things and highly adaptable to change. Patient, self-reliant, and have a strong will to excel in whatever job undertaken.

Strong organizational skills, able to prioritize and work well in an environment with competing demands. High degree of confidentiality and integrity. Good sense of responsibility in compliance to deadline.

## Experience

### Mar 2020 - Current

City University Malaysia | Johor Bahru

#### Assistant Marketing Manager

- Coordinated and managed PR efforts/campaigns including special mailings as assigned
- Recruited students to further studies & provided counselling services.
- Assigned and managed ad creative execution through ad agency or freelance graphic artist per media plans once creative direction is set and handed off.
- Created promotional materials (slides, flyers, memes, comparison charts, sell sheets,) for campaigns and process orders for those that are outsourced for printing
- Managed marketing budget for roadshows, projects and other marketing activities as per the given budget.
- Provided product briefing & training for new team members.
- Managed team members assigned to the event and ensured that their components are being completed at the highest standards setting and maintaining a comprehensive production schedule for all team members to adhere to.
- Engaged with school teachers & corporate industries to generate sales.
- Conducted due diligence survey for new fees generations.

### Jan 2019 - Feb 2020

Malaysia University Of Science & Technology | Kota Damansara

#### Senior Marketing Executive

- Recruited students to further studies around Malaysia.
- Organized Team building / Leadership camp for the whole University.
- Managed to reach yearly target given from various projects.
- Managed marketing budget for all marketing events.
- Handled leads segregation according to states for telemarketing purposes.
- Organized Mass mailing for students around Malaysia.
- Handled PTPTN submission for students before deadline.
- Collaborated with Vocational College around Malaysia to recruit students.

### Mar 2017 - Dec 2018

City University Malaysia | Petaling Jaya

#### Marketing Executive

- Achieved individual target for student recruitment
- Excelled in special project to open a part time class for Early childhood program in Klang Valley
- Participated in roadshows & Education fairs around Malaysia.
- Tele sales/ telemarketing to reach students outside Klang Valley.
- Best Product Knowledge award winner.
- Prepared budgets for roadshow movement.
- Organized Team building for the department.

# Language

English

Tamil

Bahasa Melayu

# Experience

● **Oct 2015 - Dec 2016**

THE FACESHOP MALAYSIA I Sentul

## Sales & Marketing (Promotions) Executive

- Planned, coordinated and executed sales driven promotion events in shops, outpost promotion areas and third-party collaborations.
- Built networks with malls, banks and corporate organizations for joint promotions and collaborations.
- Developed and implemented successful sales strategies to drive revenue growth.

● **May 2015 - Oct 2015**

The Dickson Shop (Tommy Hilfiger & Brooks Brothers) I Segambut

## Advertising & Promotions Executive

- Liaised with media (Print & E-magazines) to advertise for Tommy Hilfiger and Brooks Brothers
- Looked out for editorial support for both these brands in all types of media to be submitted to principal in Singapore
- Tracked promotions report weekly based on the marketing calendar

● **Apr 2013 - Apr 2015**

The Store Corp. Sdn Bhd I Petaling Jaya

## Asst. Sales & Promotions Executive

- Monitored allocated marketing budget, planning and implementing promotional campaigns of the company
- Involved in this company's annual dinner organizing committee, contests and the Nationwide Price Reduction Campaign involving the Ministry of Domestic Trade, Cooperative and Consumerism (KPDNKK)

● **Jan 2012 - Sept 2012**

Vizeum Media Agency I Damansara

## Media Planner

- Implemented innovative approaches when creating new strategies designed to increase brand visibility among target audiences
- Created detailed reports on media performance, using metrics such as reach and frequency
- Developed and managed media plans for a variety of clients, ensuring that all campaigns met their objective
- Clients I have worked with:
  - - Panasonic (M) Sdn Bhd
  - - Mamee(M) Sdn Bhd
  - - Elianto/ Aivoria Group Sdn Bhd
  - - Hush Puppies

# Reference

## Revathesvari

Asst Marketing Manager (Team Leader),  
City U Malaysia

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## Kumaresen

Marketing Manager, MUST

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