

# Regina Loong Xue Min

Deputy Manager of Sales and Marketing

Phone Number +6012-691-8733

Email Reginalxm@gmail.com

Location: Subang Jaya, Selangor



*A Marketing professional with over 6 years of cross-functional experience in data driven and customer focused marketing initiatives in the various industries.*

*Collaborative, willing to learn & develop new skills at the same time expand my knowledge in different areas. I am eager to contribute professionally with my abilities.*

## EXPERIENCE

### Deputy Manager of Sales and Marketing

KPJ Damansara Specialist Hospital 2

May 2023 - Present

Responsible for the hospital's marketing and acquisition strategy. Promoting consultant specialists, services, equipment, packages, driving sales, awareness, and visibility of the hospital.

- Developing Comprehensive Marketing Strategy to promote our newly launched hospital. This includes promoting our hospital through the media, events, and social media
- Developing Acquisition Strategy to acquire patients through social media awareness, collaboration with different partners (Key Opinion Leaders- Influencers, brands etc), hosting roadshows, workshops and events
- Manage the hospital's digital platforms (Facebook, Instagram, LinkedIn, Website, Whatsapp)
- Covered the corporate & insurance segment (May'23- Feb'24). Developed Strategy to increase awareness and acquisition through partnerships with insurance panels and international health tourism agents
- Driving sales with customized offers at different events

### Roaming Product Manager

Maxis Sdn. Bhd

Aug 2022 - May 2023

Responsible for Maxis Consumer roaming product and ensuring all business practices and processes in place are providing excellent customer journey experience. Responsibilities include:

- Monitor and analyze existing revenue performance against actual vs forecasted targets
- Develop pricing strategy
- Responsible for product competitive and comparative analysis to ensure the product remains competitive in the market
- Idealization, product conceptualization and product enhancement
- Acquire and retain premium customers with roaming proposition as a differentiator
- Maintain relationship with partners through new service opportunities

### Base Marketing Specialist

Maxis Sdn. Bhd

May 2020 - Aug 2022

Hired to drive acquisition, convergence, retention, migration to Fibre and management of base marketing initiatives for Fixed Wireless Broadband. Responsibilities include:

- Launched the Fixed Wireless Broadband Segment of One program in Aug 2021, enabling the capability to micro segment, deliver personalized and customized offers seamlessly across all customer channels
- Launched in-app Dynamic Postpaid Banners
- Enabling personalized banner targeting capabilities
- Developed and build digital capabilities to enable seamless customer experience and enhance targeting
- Grew the Fixed Wireless Broadband base, develop and initiate convergence strategy through upselling and cross selling

- Drove adoption of prime convergence with the revamped Fixed Wireless Broadband plan (revamped to Maxis Home 4G WiFi 138 in May 2021)
- Conducted POC campaigns for optimal results to accelerate migration of Fixed Wireless Broadband to Fibre
- Collaborated with advanced analytics to build predictive models and additional parameters to increase targeting precision
- Drove tactical and long-term marketing campaigns, promotions, and product bundling
- Managed Fixed Wireless Broadband churn and retention alongside save desk team
- Developed centralized reporting dashboard with visual insights team for campaign data extractions, analysis & reporting

## **Global Marketing Executive**

*IFLIX*

*Jun 2019 - May 2020*

Promoted to do cross-functional marketing, focused on paid digital marketing

Achievements include:

- Managed ad strategy, budget allocation and coordination with the team lead of operations
- Established and coordinated job workflow for ads through Wrike project management platform
- Monitored ads performance, managed optimization, and ensured alignment of CPC with business KPI
- Responsible to ensure ads were up-to-date and relevant
- As well as, conducting AB test
- Worked closely with Google account managers and our internal tech team to optimize ads
- Managed creative deliverables with partners such as Property Guru, Digi, Maxis and Shopee
- Drove execution of engagement and retention via Leanplum push notification platform with the support of amplitude data integration to enable retargeting of customers
- Managed iflix originals content 'Cosplay Heroes' digital marketing execution plan

## **User Engagement Executive**

*IFLIX*

*Jan 2019 - May 2019*

Managed creation, maintenance, and optimization of omnichannel marketing campaigns to engage and retain users.

Achievements include:

- Managed ad-hoc churn survey campaigns
- Established structured workflow for campaign set ups to ensure reporting standardization across all countries
- Crafted engaging AB test copies for Push Notifications marketing campaigns
- Assisted on Leanplum messaging platform integration, drafting, and testing identified use cases

## **Customer Communications Executive**

*IFLIX*

*Jan 2018 - Jan 2019*

Joined to drive user engagement via marketing platform tools such as Adobe Campaign Cloud, Leanplum & Swrve.

Achievements include:

- Managed push notifications and email marketing campaign execution for Africa ensuring campaigns are aligned with the communications and brand guidelines
- Trained Africa's marketing team on optimizing user engagement via our mobile marketing tool-Swrve
- Responsible for campaign analysis on push notifications and email direct mailing campaigns
- Planned and executed retention campaigns such as weekly sustenance and reactivation projects to win back users and increase engagement

## **EDUCATION**

### **Bachelor Of Business Administration In Marketing**

*Aug 2017*

*The University of Mississippi, United States (USA)*

### **American Degree Transfer Program**

*Aug 2015*

*Taylor's University, Malaysia (MY)*

### **International General Certificate of Secondary Education (IGCSE)**

*June 2012*

*Doha College, Qatar (QA)*