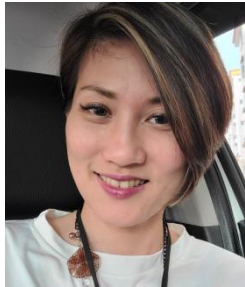


RESUME



Contact Info

Name : Khor Hui Fun (Edwena)
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14/1, 47630 UEP Subang Jaya, Selangor
Mobile No : 019-8632618
Email : edwenakhor@gmail.com

Personal Particulars

Age : 41 years
Date of Birth : 24 Aug 1983
Nationality : Malaysian
Gender : Female
Marital Status: Single

Educational Background

Bachelor's Degree

Major : Bachelor of Arts (Hons) in Business Administration
Institute/ University : Inti College (University of Hertfordshire, United Kingdom)
Grade : 2nd Class Upper
Graduation Date : 2005

Employment History

MAHSA International School

Senior Manager, Business Development, Sales and Marketing

Industry: Education

Specialization: Education

Duration: Sept 2022 - July
2024

Work Description

- 1) To develop and deliver annual sales plan and associated budget for International and Local student recruitment and to manager expenditure within the budget limit set.
- 2) To effectively supervise and monitor the performance of the team.
- 3) To propose new initiatives in response to the changing PR/ marketing landscape.
- 4) Responsible to promote programs offered by MAHSA International School.
- 5) Ensure high leads to enrolment conversion through consistent counselling and follow ups in achieving the enrolment target.
- 6) Manage the social media inquiries, ensuring all e-mails, calls and walk-ins are responded prompt.
- 7) To build sales and students recruitment networks with MNC, embassies, feeder schools and etc.
- 8) To maintain good relationship & service the agents.
- 9) Plan and execute the marketing / sales events such as seminars, summer camp, courtesy visit, marketing or promotional events.
- 10) Responsible for monitoring, measuring and improving service provision and for implementing continuous improvement programme to maintain students' enrolment.
- 11) Involved in the planning and implementation of tactical plans to create consumer sales off-take.
- 12) Carry out targeted promotions and activities to increase public awareness and student enrolment.
- 13) Identify marketing opportunities as well as create new markets to achieve the academy's business objectives.
- 14) To keep track of enrolment record by business partner.
- 15) Weekends campus visit/ duties.
- 16) To cultivate a good working relationship with MAHSA International School academics.
- 17) Ensure high leads to enrolment conversion through consistent counselling and follow ups in achieving the enrolment target.
- 18) To develop and deliver annual sales plan and associated budget for International and Local student recruitment and to manage expenditure within the budget limit set.
- 19) To keep abreast of initiatives that are being developed by competitors.
- 21) To propose new initiatives that are being developed by competitors.
- 22) To maximize profits through international and local student recruitment and develop sales strategies for the international and local market.
- 23) Coordinating and working closely with agency partners in student recruitment.

- 24) To manage and work towards achieving their individual and team targets.
- 25) To monitor the performance of assigned region or campaign and to drive local and international student recruitment.
- 26) Any other tasks assigned by the immediate superior or Management.

King Henry VIII College

Senior Manager, Business Development

Industry: Education

Specialization: Education

Duration: Feb 2022- Aug
2022

Work Description

- 1) To develop and deliver annual sales plan and associated budget for International and Local student recruitment and to manage expenditure within the budget limit set.
- 2) To effectively supervise and monitor the performance of the team.
- 3) To propose new initiatives in response to the changing PR/ marketing landscape.
- 4) Responsible to promote programs offered by KH8.
- 5) Ensure high leads to enrolment conversion through consistent counselling and follow ups in achieving the enrolment target.
- 6) Manage the social media inquiries, ensuring all e-mails, calls and walk-ins are responded promptly.
- 7) To build sales and students recruitment networks with MNC, embassies, feeder schools and etc.
- 8) To maintain good relationship & service the agents.
- 9) To work closely with KH8 marketing communication team on new initiatives and campaign.
- 10) Plan and execute the marketing / sales events such as seminars, marketing or promotional events.
- 11) Responsible for monitoring, measuring and improving service provision and for implementing continuous improvement programme to maintain students' enrolment.
- 12) Involved in the planning and implementation of tactical plans to create consumer sales off-take.
- 13) Carry out targeted promotions and activities to increase public awareness and student enrolment.
- 14) Identify marketing opportunities as well as create new markets to achieve the academy's business objectives.
- 15) To keep track of enrolment record by business partner.
- 16) Weekends campus visit/ duties.
- 17) To cultivate a good working relationship with KH8 academics.
- 18) Ensure high leads to enrolment conversion through consistent counselling and follow ups in achieving the enrolment target.
- 19) To develop and deliver annual sales plan and associated budget for International and Local student recruitment and to manage expenditure within the budget limit set.
- 20) To keep abreast of initiatives that are being developed by competitors.

- 21) To propose new initiatives that are being developed by competitors.
- 22) To maximize profits through international and local student recruitment and develop sales strategies for the international and local market.
- 23) Coordinating and working closely with agency partners in student recruitment.
- 24) To manage and work towards achieving their individual and team targets.
- 25) To work closely with the marketing team in the preparation, issuance and delivery of promotional materials, social media, exhibitions and other marketing activities.
- 26) To monitor the performance of assigned region or campaign and to drive local and international student recruitment.
- 27) Any other tasks assigned by the immediate superior or Management.

Cilantro Culinary Academy

Sales & Marketing Manager

Industry: Education

Specialization: Education

Duration: Jan 2021- Dec2021

Work Description

- 1) Responsible to promote programs offered by the company.
- 2) Attend to sales inquiries and follow-up prospects, leading to achieving to personal and company's target.
- 3) Participate in marketing events such as seminars, post graduate fairs, and other marketing or promotional events.
- 4) Responsible for monitoring, measuring and improving service provision and for implementing a continuous improvement programme to maintain students' enrolment.
- 5) Involved in the planning and implementation of tactical plans to create consumer sales off-take.
- 6) Carry out targeted promotions and activities to increase public awareness and student enrolment.
- 7) Identify marketing opportunities as well as create new markets to achieve the academy's business objectives.
- 8) To handle all aspects with regards to Marketing.
- 9) To drive sales and marketing activities for The Academy to increase public awareness, leads generation and student enrolment.
- 10) To organize and arrange for the influencer's activities.
- 11) To establish contact and rapport with the external stakeholders, such as nationwide schools and educational agents in sales and marketing activities as well as promotional campaigns.
- 12) Event planning and coordination with the suppliers, vendors and etc.
- 13) To develop sales and marketing collateral and public relations materials.
- 14) To manage the company's digital assets and platforms, including website, campaigns, social media engagement and online advertising campaigns to raise customer click-through and conversion rates.
- 15) To plan social media's content calendars.
- 16) Produce original, clear and credible ideas/ messages/scripts.
- 17) To manage all the database and data mining activities.

- 18) Consistency conduct market survey and competitors' analysis. Provide input and feedback to immediate superior to formulate marketing strategies.
- 19) To contribute creative alternative ideas to help maximize market penetration.
- 20) Safeguard the interest and welfare of the brand properties against our Corporate Identity.
- 21) Annual budget and report
- 22) Manage the department team.
- 23) Any other related ad-hoc task as and when required.

Tenby International School Setia EcoHill

Marketing and Admissions Manager

Industry: Education

Specialization: Education

Duration: Dec2019-
Dec2020

Work Description

(1) To demonstrate successful planning and execution across marketing and communications

- 1.1 Produce digital and print publications within schools following regional guidelines.
- 1.1 Demonstrate continual improvement of promotional campaigns to achieve the required level of enquiry, application, acceptance and enrolment rates in schools.
- 1.2 Oversee content of the school website, ensuring current and engaging information for prospective and current families.
- 1.3 Ensure 'Amazing Learning' is at the centre of marketing and PR activities.
- 1.4 Act as school representative with the media for proactive and reactive media communications.
- 1.5 Oversee school marketing activities improving alumni, stakeholder, parent, student and staff engagement.
- 1.6 Ensure schools regularly conduct market research.
- 1.7 Help schools to engage stakeholders to complete the yearly surveys with increased completion and advocacy rates.
- 1.9 Support the annual target and fee setting process within the school.
- 1.10 Help define and consistently communicate schools' stories, USPs and 'Wows'
- 1.11 Propose and oversee the annual marketing budget and closely monitor its utilization and effectiveness.
- 1.12 Oversee the creation of all marketing collateral.
- 1.13 Event Planning and coordination with all suppliers, contractors etc.
- 1.14 Build close relationship with local agencies to promote ties with the local community.

(2) To make sure that people know the importance of sales and active student recruitment

- 2.1 Ensure the school engages in active student recruitment activity to meet and exceed student recruitment targets.
- 2.2 Ensure sales and marketing led activity informs annual budgets. Lead annual Marketing & Admissions planning sessions for the school.
- 2.3 Track and report on sales funnel and conversion rates.
- 2.4 Attend and represent the schools at appropriate student recruitment and outreach events as required.

- 2.5 Manage the use of different digital and print media by schools so that we are reaching every age range and community member.
- 2.6 Manage the use of the MIS/CRM to ensure robust collection of recruitment data and high levels of customer follow up.
- 2.7 Maintain relevant relationships (with other key personnel) with feeder schools, universities, businesses, education agents and international markets and other organisations providing marketing and student recruitment support as required.
- 2.8 Lead on establishing strong relationships with prospective and current parents and students.
- 2.9 Provide relevant and effective student support as needed in schools after new students begin their time at the school ('after sales care').
- 2.10 Develop strong internal relationships with staff to effectively carry out marketing and student recruitment activity.

(3) Drive the increase in the number of students in school

- 3.1 Ensure that the targets agreed for school growth are challenging and based on evidence of what is possible in each locality.
- 3.2 Implement retention plans and actions throughout each academic year to ensure student withdrawal rates are minimised.

(4) Ensure admissions processes are professionally and systemically run with accurate group reporting procedures.

- 4.1 Follow the ISP admissions process and ensure relevant documentation and parent contracts are delivered successfully.
- 4.2 Ensure that the schools admissions and student recruitment processes are customer-focused and designed to make enrolment as easy as possible.
- 4.3 Ensure KPI reporting is accurately carried out for regional and central usage.
- 4.4 Ensure there is Continuing Professional Development for all Admissions staff.

(5) Social Media

- (6) - Manage, mentor and coach admissions team members to ensure they follow through admissions process efficiently and effectively.
 - Training the team on agreed ISP processes around admissions and retention.

Marketing and Admissions Manager

Industry: Education

Specialization: Education

Duration: Dec 2017- Dec2019

Work Description:

(1) Course Counseling and Admissions

- To attend in course enquiry (i.e. walk-in, call-in, online, etc) by providing students or parents the course information of R.E.A.L Schools.
- To respond promptly and in an effective, friendly, sensitive and professional manner to enrolment inquiries. Follow-up as required with the prospective students/ parents to secure applications leading to prospective enrolment.
- To build relationships with prospective families and assist in promoting R.E.A.L Schools.
- Responsible to assist and facilitate prospective students through the application and enrolment processes, with the goal of ensuring full enrolment at R.E.A.L Schools.
- To ensure positive relations are fostered with students and parents.

(2) Recruitment

- To provide responsive sales to the company at key enrolment time throughout the year in order to increase student recruitment and achieve group sales target
- To analyze enquiry information and utilize it to undertake appropriate sales follow up, in order to convert leads.
- To be able to provide up-to-date sales performance and reports of every individual course consultants.
- To produce reports analyze marketing metrics, trends/ recruitment progress as required and initiate improvements.
- To increase enrollment for each intake in order to achieve group sales target.

(3)Marketing and Planning

- To plan and visit the kindergartens, schools, tuition centers, music centers, language centers and etc that will generate sales.
- To organize and participate for the school fair.
- To plan for the Marketing activities, like Open Day and etc.
 - (a) To liaise with the HQ about the design of the promo materials.
 - (b) To plan the promotion channel.
 - (c) To liaise with the vendors
 - (d) Planning for the layout
 - (e) To plan the activities / workshop/ summer camp
 - (f) Arrange for the manpower
 - (g) Sales Kits
 - (h) RSVP
 - (i) Follow-up call
- To plan and arrange for the workshop.
- To plan and arrange the partnership.
- To plan the marketing budget proposals, staff duty allowance claims and other documentations relating to assigned projects.
- To plan the Customer Promotion Proposal.
- To set-up the booth at the feeder schools, SK, SJK (c) , Kindergartens, Music Centers, TuitionCenters, developers and etc.
- Developing marketing strategies.
- Planning and executing marketing activities.
- Setting marketing budget and hitting student targets for REAL Schools.
- Managing promotional materials for the schools
- Developing and strengthening network connections with potential kindergartens, schools, customers, tuition centers and government authorities.
- Identifying new business opportunities.

(4) In charge for the students' withdrawal

(5) Branding

- To ensure the signboards, forms, promo materials and etc with the latest logo design.
- To propose the new premium items.

(6) Handling Customer Care/ complaints

-To follow-up the feedback / complaint from the parents.

(7) To analysis the Parents' Survey

(8) International Liaison

- To do the presentation and the campus tour to the International agents who visit our school.
- To plan the outside activities to our International students who stay at our hostel.
- Airport pick up

(9) Managing the marketing team, setting targets for them and monitoring their performance.

(10) Social Media

The One Academy of Communication Design

Student Enrolment Manager

Industry: Education

Specialization: Education

Duration: Aug 2006- Dec 2017

Work Description:

(1) Course Counseling & Admissions

- To attend in course enquiry (i.e. walk-in, call-in, online, etc) by providing students or parents the course information of The One Academy and convert lead.
- To respond promptly and in an effective, friendly, sensitive and professional manner to all enrolment inquiries. Follow-up as required with the prospective students/ parents to secure applications leading to prospective enrolment.
- To build relationships with prospective families and assist in promoting The One Academy.
- Responsible to assist and facilitate prospective students through the application and the enrolment processes, with the goal of ensuring full enrolment at The One Academy.
- To ensure positive relations are fostered with students and parents.

(2) Sales

- To provide responsive sales support to the company at key enrolment time throughout the year in order to increase student recruitment and achieve group sales target
- To analyze enquiry information and utilize it to undertake appropriate sales follow up, in order to convert leads.
- To monitor and review course enrolment information and liaise with Head of Marketing to undertake targeted sales actions.
- To be able to provide up-to-date sales performance and reports of every individual course consultants.
- To produce reports analyze marketing metrics, trends/ recruitment progress as required and initiate improvements.
- To increase enrollment for each intake in order to achieve group sales target.

(3) Marketing and Promotions

- To planning the school fairs, school talks, school visit to TOA, recruitment activities, etc.
- To participate in educational fairs, exhibitions, school talks, school fairs, roadshows, recruitment activities, etc.
- To support in counseling and information distribution during exhibitions or events whenever necessary.
- To contact schools, organizers, individuals, etc for the purpose of maintaining a good workingrelationship.
- To research competitor activity, material advertising patterns to develop an understanding ofcompetition in the marketplace.
- To screen through marketing budget proposals, staff duty allowance claims and otherdocumentations relating to assigned projects.
- Travel locally & outstation for roadshows or similar events for recruitment purposes.
- Strong communication, public presentation, and event management skills, with the ability tointeract comfortably with all levels of team members.
- To liaise and communication with Creative Department on design, A & P materials and otherrelated work for projects.

(4) International Marketing

- To support in the development of lead and sales targets for specific target markets and beresponsible for achieving those targets.
- To source and manage recruitment agents in new markets as assigned.
- To provide oversight and coordination expertise for marketing activities primarily in new markets as assigned.
- To participate any marketing/ recruitment drives activities organized or participated by The One Academy whenever necessary.

(5) TOAP Recruitment

- To work closely with TOAP counseling team, monitor the enrolment progress for each intake, compile walk-in/ enrolment report from every individual course consultants and initiate improvements.

(6) Marketing database

- In charge of database for daily inquiries (SMS, Cut-Out Coupon, Email, fax-in, phone-in enquiry).
- In charge of daily inquiries report and arrange for daily dispatch process.
- Do the weekly and monthly report about the SMS, cut-out-coupon, email and phone-in inquiries.
- Do the analysis from the student information sheet.
- Key in and update the student database, schools database, teachers' database.
- Arrange student helpers on duty for education fair, database key in and packing promotional materials.
- Analyze the survey from the student information sheet.

(7) Do the power point (PPT) for the counseling kits for our majors

(8) Take the minutes during the meeting / discussion about the counselling matters or update

(9) Prepare the print-out labels and do the packaging

- Prepared the print-out labels and do the packaging for sending the promotional materials purposes.

(10) Reporting System

- Prepared Project Cost Estimated (PCE) & Project Cost Actual (PCA), evaluation report after an activity, event, workshop, monthly roadshow/exhibition report, monthly expenses report, filling.
- Do the weekly & month report about the SMS, cut-out-coupon, email and phone-in inquiries.

(11) Do the year-end report

- Provide the total number of school fair, school visit, school talks, workshop, and any events which achieve from the previous year.
- Provide the actual cost which spent from previous year and provide the estimate cost in the following year. - Provide the number that need to be achieve for the school fair, school visit, school talks, workshop and any events for the following year.

(12) Marketing and promotional gallery

- Gallery daily operation.
- To constantly monitor and update the booking calendar on exhibitions or events head at The One Art Gallery.
- To plan and ensure the usage of The One Art Gallery with activities, internal exhibitions, industry exhibition throughout the year.
- To ensure the neatness and overall presentation of The One Art Gallery in an ambient condition at all times.

(13) SMS blast and send the promo materials for any events

(14) Newspapers Cutting

- Newspaper daily scanning (To cut out all news and information regarding competitors, TOA, and events).

(15) SMS blast to the students for the birthday wishes every month, send the reminder or provide the information to the students during the recruitment period or if got any events.

(16) Indonesia Top 10 & Medan Top 10 (scholarship)

- Handling overall for this project which includes promotion materials, promotion tools, promotion items, email, website, Facebook, postage, registration, mechanism, exhibition, prize comparison.
- Represent company to Jakarta, Palembang, Bandung and Medan for the ev

(17) Malaysia Top 10 (scholarship)

- Send out the promotional materials.
- Send the confirmation letters to the students.
- RSVP names of confirmed students.
- Get the total number of participants to the operation side in order to let them prepare therefreshment.
- To record down the winners' list and to coordinate the names of the winners with creative department in order to produces the winners' certificated and congratulatory letters. - Prepare thecertificate for the participants.
- Confirm the venue.
- Liaise with the teachers and the students for this event.
- Represent company to outstation for the event.

(18) In charge of audit- ISO

(19) Scholarship Education Fund - To liaise with the scholarship holder.

- Arrange the venue and the lecturers to interview the shortlisted scholarship holder.

(20) School Magazine

(21) Help in any event

Tawau Machinery And Parts Sdn.Bhd.

Position Title: Admin Assistant
Industry: Machinery/ Equipment
Duration: May 2006- July 2006

Work Description:

Responsible: Typing, Key in the cash sales, invoice, stock, Check stock, filing, Check the bankstatement with the bank in slip, prepare the payment voucher and all admin works.

Pactsys (M) Sdn.Bhd.

Position Title: Admin Assistant
Industry: Arts/ Design
Duration: Dec 2005- April 2006

Work Description:

Responsible: Typing, Check stock, filing, check clients' information from Internet, make appointment with clients, make clients' list, making call, all admin works.

Starfly Girl (Part-time)

Position Title: Sales Assistant
Industry: Selling those girls' accessory
Duration: Sep 2005- Nov 2005

Work Description:

Responsible: Check stock, cashier, serve customers

Tawau Machinery And Parts Sdn.Bhd. (Part-time)

Position Title: General clerk
Industry: Machinery/ Equipment
Duration: Nov 2004 - Dec 2004

Work Description:

Responsible: Typing, filing, check stock, making call and all admin work

E-Mage Fashion (Part-time)

Position Title: Promoter

Industry: Fashion

Duration: Aug2004 – Dec 2004

Work Description:

Responsible: Check Stock, cashier, serve customers

Survey Supermarket (Part-time)

Position Title: Sales Assistant

Industry: Supermarket

Duration: Nov 2001 – Dec 2001

Work Description:

Responsible: Check Stock, Cashier, Serve Customers

Additional Info**PERSONAL STRENGTHS:**

- Leadership charisma
- Dynamic team player
- Responsibility
- Highly inquisitive
- Creative and resourceful
- Excellent skills in communication and collaboration
- Passion for continuous learning and personal growth
- Achieve high sales for the company
- Very strong skill in administrative tasks which can complete it in an effective and efficiency way.

Miscellaneous

Willing to Travel : Yes

Possess Own Transport : Yes