



+6012 - 2396 960

andrea.wpm@gmail.com

72, Lingkungan Desa,  
Taman Desa,  
58100 Kuala Lumpur

## Education

### Bachelor of Management (Marketing)

University of South Australia  
2009 - 2011

### Diploma in Mass Communication (Public Relations)

Tunku Abdul Rahman College  
2003 - 2005

## Expertise

Public Relations

Branding

Event Organising

SEO

## Language

English

Bahasa Melayu

Mandarin & other Chinese  
dialects

# ANDREA WONG

## Profile

Experienced and energetic Marketer with over 10 years experience in healthcare industry effectively assisting and leading numerous marketing strategy and assignments from conception to completion. Using digital and analog marketing platforms to increase revenue, and overall organization productivity and increase organization exposure rate.

## Work Experience

2020

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2023

### Roopi Medical Centre

Covid Testing Centre & Vaccine Centre Administrator

- Working with the wider development team
- Responsible for overseeing the entirety of covid testing centre and vaccine centre operation and are responsible for overseeing marketing strategy from planning, organizing, directing, and controlling all resource departments and services of the center, including personnel, budget, facilities, medical equipment, and supplies
- Work closely with senior stakeholders and board of directors to determine values and mission, and plan for short and long-term goals.

2019

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2020

### Tung Shin Hospital

Marketing Manager

- Working within hospital management team and Board of Directors
- Leading marketing activities internally and externally
- Developing marketing strategy for all discipline and specialties ensuring hospital exposure within corporate companies and public. and to implementing promotional campaigns
- Leading and managing marketing campaigns and activities internally and externally together with business development team to ensure building a hospital image, researching consumer behavior, developing a base of dedicated clients and Identifying potential new markets
- Managing and guiding creative development across existing marketing channels including social media, affiliate marketing, PR, any form of marketing and email marketing

2016

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2019

## Pantai Hospital Ampang

Assistant Manager, PR & Marketing

- Assisting Marketing Manager on assignments and developing sales strategies and marketing campaign internally and externally from planning, implementing strategy and organizing corporate (B2B) and public (B2C) events / activities
- Preparing reports and assisting in compiling and distributing financial and statistical information such as financial budgeting
- Organizing and executing activities internally and externally (ie: Dr. Little, Antenatal, Health is Wealth Carnival, PHA@School, Symposiums, CMEs)
- Organizing and executing promotional activities and coordinating and preparing collaterals together with in-house designer (ie. Pamphlets, brochures)
- Managing corporate accounts such as direct corporate clients, TPA, Insurance and General Practitioners (GP)
- Point of contact for media and channel partners when involve hospital and consultants
- Leading and implementation of PR and any related initiatives for to hospital and consultants
- Heading Health Screening Centre (HSC) operations and revenue generating
- Guiding and assisting creative team from conceptual of any marketing collateral and materials to materialize of collateral
- Manage the creative development across existing marketing platforms including social media, affiliate marketing, PR and email marketing

2012

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2016

## Wealth Universe Sdn Bhd

Marketing & Communication Manager

- Organizing trade shows / exhibitions
- Developing marketing collaterals
- Identifying marketing concept best suit to assist in business revenues, marketing and/or sales objectives for targeted clients segments
- Media buying and prepare media spot and articles (3 languages)
- Monitoring social media accounts (FB and website) and daily revenue for e-commerce platforms
- Developing pricing and budgeting strategies
- As backend support to sales presentations by assembling quotations, proposals, videos, slide shows, demonstration and product capability booklets, compiling account and competitor analyses.
- Copywriting for all marketing collateral, including brochures, newsletters and website
- Conduct market research and market analyst consumer buying behavior in assisting business development in implementing effective marketing communication

2008

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2009

**Gleneagles Intan Medical Centre**

Medical Liaison Executive

- Responsible in expanding and establishing business contacts of General Practitioners (GP)
- Identifying the needs of the GPs and obstacles occurred while working to acquire and build strategic relationships between hospital and clinics
- Fully facilitate the information flow from hospital management to GP affiliates accordingly
- Responsible in organizing and coordinating CME programs / Seminars / Talks / Symposiums for GP involving the hospitals consultants and creating networking platform for all parties
- Responsible in preparing monthly or periodical updates on new GP and also statistics on business revenue of General Practitioners for management review

**References****Ms Hoo Ling Lee**

KPJ Healthcare Berhad

Regional Chief Executive Officer (RCEO) Central Region

Phone: +6012 - 380 4914

**Mr Faizzuddin Yusof**

KPJ Miri Specialist Hospital

General Manager

Phone: +6017 - 328 8747

**Ms Lim Lay Keng**

Sunway Medical Centre Velocity

Director of Nursing

Phone: +6016 - 337 9089

**Ms Yip Pui Yew**

Prince Court Medical Centre

Procurement Manager

Phone: +6017 - 461 1603

**Ms Jin Ng**

Freelancer

Media Buying Partner

Phone: +6019 - 664 0521