

# Willy Lim



0102776299



willylim6@gmail.com



Bandar Utama, PJ



## PROFILE

A team lead in a social enterprise with 2 years of sales & customer service experience plus 5 years of marketing experience in a really cool field (air conditioning industry); pun totally intended. Currently leading a team of three people to achieve milestones for the greater good of mankind (dramatic I know, but true). Looking to dive back into my passion of marketing as I truly believe in the idea that “a product can only be as good as its marketing”.



## SKILLS & KNOWLEDGE

- Effective & efficient marketing **budget planning & allocation**
- **Creative ideation** of digital marketing content, branding campaigns and new product launches
- Development of **comprehensible sales analysis, reporting & tracking**
- Proactive & patient **client servicing**
- Development of **consistent & directional** collaborative efforts with partners
- Tools (SAP, Trello, Screenful)



## ACHIEVEMENTS

Daikin Malaysia:

- Top 10 Chinese New Year TVCs 2021
- Top 20 Malaysia Best Chinese New Year TVCs 2020

Monash University:

- Highest Achieving Student in Introduction to Management (first year subject)
- Exceptional unit result in Strategic Management (final year subject)



## EDUCATION

- Monash University  
**Bachelor of Business and Commerce, Marketing and Management**  
Feb 2014 – Nov 2016  
Current CGPA : 3.8  
Student Exchange Program at Monash University, Melbourne  
July 2015 – Nov 2015
- Sunway University  
**Australian Matriculation Programme (AUSMAT), Pre-U, Year 12**  
Mar 2013 - Nov 2013  
ATAR score : 89.3



## EMPLOYMENT

### Team / Sales Lead | Feb 2022 – Present

Picha Sdn Bhd (PichaEats)

#### Achievements

- **Led** the team towards achieving the highest ever revenue for PichaEats (**35.4%** ↑) by **enhancing** their sales knowledge through **spearheading** of activities such as product knowledge training, multiple cuisine food tasting sessions and quarterly sales strategy meetings.
- **Restructured** the business model that **extended** the product life cycle (**8 months**) of PichaEats's frozen food division which allowed for the planning and execution of the first ever focus group session (3 sessions) to launch a new product packaging
- **Acquired and managed** multiple key clients for PichaEats that significantly contributed to the overall sales growth (**8%**) and increased revenue of the company.
- **Developed and implemented** sales tracking tools for clearer and more accurate sales data tracking which resulted in better and improved sales strategy planning, execution and understanding

### Senior Marketing Executive | Feb 2017 – Feb 2022

Daikin Malaysia Sales & Service (DMSS)

#### Achievements

- **Developed and executed** the marketing ideas and strategy for Daikin's online consumer campaigns, new product launches, mobile app launch and branding campaigns for greater market awareness and demand
- **Coordinated and enhanced** the designs, scripts and scheduling of printed and radio media which resulted in more attractive and modern print advertisements designs along with more effective radio advertising.
- **Managed and revamped** the yearly advertising budget allocation which resulted in better budget utilisation for highly effective branding or product ads
- **Improved and restructured** the digital marketing of Daikin Facebook which resulted in better consumer engagement and more consistent postings that aligned with the company's overall branding direction.
- **Partnered** with video production companies to develop award winning Daikin festive advertisements which greatly contributed to improving the overall brand image and increased brand recall.