



Wong Sze Yoong

Marketing Manager

Enthusiastic Marketing Professional with hands-on experience in team collaboration, digital marketing strategy implementation, and event planning. Proven ability to build effective corporate relationships, elevate brand visibility, and contribute to overall success. Eager to further develop leadership skills while bringing a solid foundation in corporate communication and event coordination to dynamic projects.

About Me

CONTACT

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wongszeoyoong@gmail.com

EDUCATION

Veritas University College

Sept - Oct 2021
Professional Certificate in
Digital Marketing

Tunku Abdul Rahman University College

2014 - 2018
Bachelor of Public Relations
(Honours) & Diploma in Mass
Communications

SMK Seri Saujana

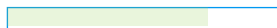
2009 - 2013
Secondary Education - SPM

SKILLS

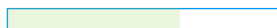
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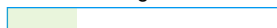
Adobe Illustrator



Adobe Premier Pro

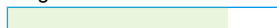


Adobe Indesign



LANGUAGES

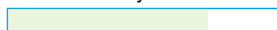
English



Mandarin



Bahasa Melayu



Work Experience

MARKETING MANAGER, TUNG SHIN HOSPITAL

Jan 2024 – Present

- Developed and executed marketing strategies focused on driving sales and achieving revenue targets.
- Implemented community outreach programs to raise awareness about hospital services and key initiatives.
- Cultivated relationships with community leaders, influencers, and stakeholders to enhance brand visibility and reputation.
- Spearheaded the development and execution of Tung Shin Hospital's brand strategy to strengthen its market position.
- Identified and established strategic partnerships with healthcare professionals, influencers, media and industry stakeholders to drive business growth.

Achievements:

- Increased hospital revenue by an average of 5%.
- Planned and executed 22 corporate and community events in 9 months.
- Established a hospital referral program with government entities, generating an additional RM250,000 in revenue within 2 months.
- Expanded the audience base by building strong relationships with General Practitioners (GPs) and the Malaysia Healthcare Tourism Council.

MARKETING ASSISTANT MANAGER, TUNG SHIN HOSPITAL

Nov 2022 – Dec 2023

- Led and empowered a dynamic healthcare marketing team, overseeing strategic planning and execution.
- Drove innovation by identifying and implementing tailored marketing strategies aligned with hospital's direction & healthcare objectives.
- Championed collaborations by planning marketing activities and events, fostering partnerships with internal and external stakeholders to achieve the set goals.
- Served as the Project Lead for a Business Development initiative, strategically expanding into untapped areas and optimising resource utilisation.

Achievements:

- Secured 10+ free media coverages, significantly boosting brand visibility.
- Successfully reconnected with corporate clients, increasing their utilisation of healthcare services.
- Pioneered Child Development Services, diversifying healthcare offerings.
- Led a re-organisation, streamlining marketing processes for improved efficiency and productivity.

SALES & MARKETING EXECUTIVE, PANTAI HOSPITAL CHERAS

Oct 2021 – Oct 2022

- Developed and executed strategic healthcare marketing plans to achieve revenue targets.
- Evaluated marketing strategies for both traditional and digital media platforms.
- Coordinated promotional activities with healthcare managers to market services and products.
- Ensured standardisation and accuracy in hospital communication contents.

Achievements:

- Successfully organised and streamlined legacy accounts by initiating negotiations for agreements and credit application for about 700 accounts.
- Acted as a key liaison to produce an A&E video within a month.

Work Experience

CORPORATE COMMUNICATION EXECUTIVE, TUNG SHIN HOSPITAL

Sept 2020 – July 2021

- Led the hospital's website revamp, aligning it with healthcare marketing objectives.
- Built and maintained media and public relations for effective corporate communication.
- Coordinated promotional activities, ensuring alignment with healthcare service goals.
- Contributed to crisis communications and policy development.

Achievements:

- Directed, recorded, and edited a successful "Back To Office / Work - Are You Ready?" video with 88,000 organic reaches and 32,000 views in 2 weeks.
- Key liaison for website revamp, responsible for vendor selection and content coordination.
- Increased Tung Shin Hospital's Facebook page followers by over 40% in a year.
- Created and hosted a specialised health education program, "Ask My Doctor," with videos reaching over 3,000 organic views each.
- Enhanced Tung Shin Hospital's brand visibility on Facebook through an average of 15 postings per month.
- Emceed the grand launching ceremony of Tung Shin Hospital's charity clinic, attended by prominent VIPs, including former Minister of Health, Datuk Seri Dr Dzulkey Ahmad.

CORPORATE COMMUNICATION OFFICER, TUNG SHIN HOSPITAL

July 2018 – Sept 2019

- Member of the COVID-19 task force, producing health-related content for public education.
- Coordinated events and promotional activities in line with healthcare communication goals.
- Managed social media accounts, ensuring consistent and strategic healthcare messaging.
- Liaised with internal and external parties for event planning and execution.

Achievements:

- Conducted and coordinated 28 events within 1 year at Tung Shin Hospital.
- Developed over 100 collateral materials, including event posters, patient brochures, and banners.
- Created a brand template used across the company for all documentation and materials.
- Conceptualised mascots for Tung Shin Kidz Club, "Tung Tung & Shin Shin."

References:

Available upon request
