

Contact

julinawatie.sim@gmail.com

www.linkedin.com/in/julinawatie-s-567b49a9 (LinkedIn)

Top Skills

Problem Solving

Digital Transformation

Advertising Sales

Languages

Malay

English

Certifications

Pricing Strategy: Value-Based Pricing

Marketing Strategy: Competitive Intelligence

Product Management: Customer Development

Hybrid Project Management: Do What Works

Product Management: Building a Product Strategy

Julinawatie Sim

Automation & Digitilization, CelcomDigi

Subang Jaya, Selangor, Malaysia

Summary

Experienced in overseeing digital product and project management. A team player leading the development and lifecycle of Telco products. Ability to understand and analyse data analytics with a strong background in ATL/BTL from advertising industry

Experience

CelcomDigi

2 years 4 months

Automation and Digitalization Operations Specialist

June 2024 - Present (5 months)

- 1) Responsible for driving and leading transformation projects by converting traditional workflows into automation workflows and going through digital transformation.
- 2) As a business lead working closely with vendors and stakeholders in delivering end to end projects from workshop, functional specifications documents, user story reviews, TQA testers until UAT and PVT.
- 3) Act as a key person, educating working team mates at all levels about the benefits of digitization and building a culture of innovation
- 4) Lead change management and business processes to facilitate smooth adoption of digital tools
- 5) Facilitate data migration and data management
- 6) Handling sales & retail operations managing change request which requires working directly with internal and external team and business stakeholders in making sure that the request delivered accordingly and issue is fixed

Experience Enablers Specialist, Digital Services

January 2023 - June 2024 (1 year 6 months)

1. Leads, own, develop and execute Digipay products (Identity, Rewards, Payments and Billcycles) vision, strategy and roadmap end to end
2. As product owner to deliver and support the product growth
3. Create and own user requirements, set priorities and refine backlogs story, assess value, develop cases and prioritise stories and epic, assess technical

requirement with Engineers, provides CX, UIUX feedback, handles end to end operations, provides first level support and elaboration of the user stories

4. Handling issues and complaints raised by stakeholders and end customer through CS agent tickets by understanding customers pain point, troubleshoot or debug the issue and access it with Engineering and also working on mitigation plans and solutions
5. Collaborate with cross functional team of Engineers, Designer, QA, Partnership and other stakeholders
6. Lead market research, testing, metric analysis, data insights and drive decision on specific new features or increments for the specific products
7. Lead agile working arrangement by scheduling team huddle and team sync with working team, also to schedule and lead weekly progress with Engineers in making sure the story assign for development following the timeline given
8. To review test cases to make sure that all scenarios are covered and working together QA team to do testing in staging after development is completed and also managing sanity test or PVT right after development
9. As point of contact for vendor (Identity) in making sure that system working as expected

Digital Channel, Portal

July 2022 - January 2023 (7 months)

1. Define and develop e-commerce digital product strategy as well as be responsible for the overall management of Celcom Online Shop together with Product Owner
2. Lead the growth of Celcom Online Shop to be customer eccentric by engagement interface leveraging on analytics and tools management platform, product roadmap direction, industry best practices, feature prioritisation into multiple channels to deliver incremental customer satisfaction, grow revenues for Celcom Online Shop
3. Writing user story, grooming and arrange technical discussion with relevant stakeholders in making sure that story are develop according to PO's requirement
4. Counter check test cases and execution from TQA to make sure all scenario are covered end to end
5. Arranging SIT with developer on the assigned stories to make sure stories and development are working before arranging for releases
6. Collaborate with UI UX designers to ensure requirement from PO and online compliance to the technical architecture and solution that is consistent with Online Shop

7. Accountable to ensure alignment with stakeholders and cross-functional team (GTM) across the various lines of businesses by attending backlog story refinement and sprint planning to align with GTM release campaign date
8. Supporting PO on the deployment, development, product backlogs, grooming on every sprint
9. Supporting operations team in handling escalation and cases that coming from multiple channels and making sure that other stakeholders and vendors are working together to solve the problematic issues

dentsu malaysia

Project Manager

July 2021 - June 2022 (1 year)

1. Managing ISOBAR clients in projects deliverable and timeline; web/portal and mobile apps development and maintenance, social media and digital PR
2. To define scope of work, identify talent skillset and to work on project milestone and delivery timeline
3. Work closely with creative, developer, client partner in delivering projects according to the scope and project timeline.
4. Scheduling working session and meeting to facilitate the communication between stakeholders throughout the project lifecycle to meet the project timeline
5. Manage and track project scope as per SOW on daily and weekly basis, perform change management on scope variations and prevent scope creep from happening
6. Working on pitches with stakeholders by scheduling working session between internal working teams and work on scoping and costing and present to the management/client
6. Take charge and lead including oversees the developer team, creative team, account servicing and managing the expectation of each team
7. To demonstrate leadership in defining requirements for project risks
8. To identify and solve the project issues efficiently and providing solutions together with developer
9. To understands issues either at front end or back end by rectifying and work on solutions with developer team as needed and drive the team to resolve the issue
10. Ability to communicate with stakeholders, vendors and clients, leading the team on technical and project issues during meeting

Innity

Product Manager

December 2020 - June 2021 (7 months)

- 1) Takes full ownership on an influencer marketing platforms on web and mobile apps
- 2) Overseeing the development and progress of new mobile application
- 3) Runs mobile apps UAT on every phase of development and providing feedback on UI/UX to the developer
- 4) Leads CMS enhancements according to new features that available in the mobile app with cross-functional teams
- 5) To work on translation copy sheet in which to be share across other countries
- 5) Working together with internal team for marketing collateral, with backend team for database, Ops team on GTM
- 6) Preparing training slides material and provides relevant training to working team including other countries on all products and to share across other countries
- 7) Conducting regional catch up with other countries to sharing idea, gather input, pain points or issues that the countries are facing on the platform
- 8) To drive and incharge on new features development and enhancement on all platforms (web app, mobile app, dashboard, directory) alongside with Engineering, Design, and Research team to build the most comprehensive ecosystem in automation process and to sync with other internal platforms
- 9) Managing delivery and project timeline within working teams to ensure deliverable are met
- 10) Conduct evaluation and products UAT to make sure products met the user requirements
- 11) Champion other countries support besides MY in all passionation.co products (SG,HK,PH,VN,KH,TH,ID,MM,TW) by troubleshooting and offer solutions
- 12) Responsible to onboarding other regional countries on new mobile app are launching soon

Media Prima Digital

Senior Executive, Digital Services

September 2016 - August 2020 (4 years)

Petaling Jaya, Selangor, Malaysia

- 1) Manage critical communications with assigned stakeholders by taking lead and initiate digital transformation projects for the benefit of the Media Prima Group
- 2) Provides integrated, end to end digital support and solutions to stakeholders by implementing strategy, innovation throughout execution

- 3) Participate in regular and ad-hoc meetings and liaison with vendors, internal working team and stakeholders to ensure the successful digital operation delivery and development of digital services, sharing knowledge and expertise.
- 4) Keep up to date with the web and mobile apps development discipline; learn about new technologies and liaise with colleagues in similar roles at other team, vendors and other external bodies to acquire, maintain and disseminate specialist knowledge
- 5) Oversees the planning, tracking, and deliverables of tasks and projects assigned
- 6) Responsible by developing, implementing and overseeing long-term digital marketing campaigns as well as short-term advertising techniques, requires being adept at enhancing brand awareness, driving traffic to the campaign social media page, website and generating tickets sales leads, including site launches, online tools, web and mobile applications and advertising campaigns.
- 7) Set digital marketing strategies and monitoring campaign including tracking and analyzing data during and post campaign with knowledge in web analytics tools Google Analytics

Meru Utama Sdn Bhd
Account Manager
May 2016 - September 2016 (5 months)
Petaling Jaya

Media Base Advertising Sdn Bhd
Business Development Manager
April 2015 - May 2016 (1 year 2 months)
Kuala Lumpur, Malaysia

Vdopia, Inc.
Commercial Manager, Malaysia
September 2014 - March 2015 (7 months)

People 'n Rich-H
Senior Executive, Media Sales
June 2009 - September 2014 (5 years 4 months)

Sun Media Corporation
Account Executive, Advertising & Marketing
November 2006 - May 2009 (2 years 7 months)
Petaling Jaya

Education

Northumbria University

BA (Hons) in Business Administration, Business Administration · (2001 - 2003)

Universiti Teknologi MARA

Diploma in Business Studies, Diploma in Business Studies · (1998 - 2001)