



CONTACT ME AT

28, Jalan
Setia Indah U13/13l,
Setia Alam, 40170 Shah
Alam, Selangor

✉ sheakeelow@gmail.com

☎ 011-16300205

🌐 Shea Kee Low

SKILLS SUMMARY

- SAP
- Proposal Development
- Event Planning
- Data Analysis
- Project management
- Microsoft Office (Word, PowerPoint, Excel)

LANGUAGES

- English (Fluent)
- Mandarin (Native)
- Malay (Fluent)

LOW SHEA KEE

WORK EXPERIENCE

Joltic Sdn Bhd

Marketing Assistant Manager | Nov 2023 - Present

360° Online and Offline Marketing

- A-Z execution and management of digital marketing campaigns and on-ground events.
- Content creation, media relations for arranging PR, digital marketing, media buying, and KOL arrangements to assist in the event's success.
- Proposal planning (analyze competitors, market trends, and previous project performance) and idea creation. Work closely with the creative team to create overall content for online and offline events.
- Liaise with third parties (vendors) to ensure the marketing materials and campaign/event arrangements are well arranged.
- Data analysis of the overall project performance to generate post-mortem report.
- Budget allocation and job expenditure for the projects.

Campaign (Project Owner):

- Festive Joy with Kymax 2023 - FB & IG
- Your Review We Reward Kymax 2023 - FB & IG
- Elevate the Glowtime with Kymax 2024 - FB & IG (Coming Project)

Event (Project Owner):

- **3cat Guarantee To Reuse 2024 - Plaza Low Yat**
- Include Digital Marketing, Media Buy, PR and KOL management
- **Ulike Pop-Up Store Event 2024 - IOI City Mall**
- First Pop-Up Store conducted in Southeast Asia
- Include KOL event flow management, on-ground activity management, and media day management.
- **Ulike Beauty Tech Event 2024 (KOL Event) - Luuma Dining & Bar**
- Include Event and Flow Management
- **3cat Merdeka Used Device Campaign 2024 - Aman Central, Alor Setar**
- Include Digital Marketing, Media Buy, PR and KOL management

Whizzdom Sdn Bhd

Marketing Activation Assistant Manager | Feb 2023 - Oct 2023

Marketing Activation Senior Executive | Feb 2022 - Jan 2023

360° Online and Offline Marketing

- A-Z execution and management of digital marketing campaigns and on-ground events.
- Proposal planning (analyze competitors, market trends, and previous project performance) and idea creation. Work closely with the creative team to create overall content for online and offline events.
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LOW SHEA KEE

WORK EXPERIENCE

Campaign (Project Owner):

- Choose RED Choose AMD Campaign (Q1'22)
- AMD Ryzen Up For School Campaign (Q1'22)
- Game On with AMD Campaign (Q2'22)
- AMD RSP Rewards Campaign (Q3'22)
- AMD Back To School Campaign (Q3'22)
- AMD Make Your Xmas Wish! (Q4'22)

Event (Project Owner):

- Allianz Motorcycle Plus Supermarket Sweep 2022
- Location: AEON Kota Bahru, AEON Bukit Mertajam and AEON Shah Alam
- Allianz4All Carnival 2022
- Location: Tan Sri Lee Loy Seng Badminton Complex Ipoh and NZ Badminton Arena Port Dickson
- BEC x Plus Highway Raya Activation 2023
- Location: Tapah, Seremban, Pagoh and Sungai Buloh R&R
- Allianz Health Day 2023
- Location: Allianz Office HQ
- Allianz Media Badminton 2023
- Location: Sport Arena Sentosa
- Allianz Health Talk 2023
- Location: Sheraton PJ, Ascott Penang, Renaissance Johor and Marroitt Kota Kinabalu
- Allianz Be A-Z Ready Mini Roadshows 2023
- Location: AEON Big Kepong, IOI Mall Puchong, AEON Bukit Tinggi

Jie Business Sdn Bhd (OPPO Malaysia)

Ecommerce Marketing Executive | January 2021 - January 2022

Responsible for working directly with the Marketing Department to coordinate, execute, oversee and manage the marketing plan.

- Planning for marketing proposals includes competitor analysis, target audiences, marketing campaigns.
- Implementing marketing campaigns such as PR, CRM, KOLs and event planning.
- Coordinating and scheduling marketing activities with various departments.
- Managing relationships and communication with various team leads, KOLs and related third parties.
- Developing WBS to follow up the progress of the campaign to the team members on a regular basis
- Analyzing detailed campaign reviews (Traffic, Conversion, Improvement and so on) at the end of the project
- Project leader for OPPO 11.11, Reno6 Pro Launch, OPPO Lucky Draw 2021.

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LOW SHEA KEE

EDUCATIONAL HISTORY

Sunway University

Master of Marketing | Sep 2023 - Present

- Dual Certified Master Program with **Lancaster University (UK)**
- Modules: Marketing Research Method | Global Marketing | Consumer Behavior | Marketing Theory Application | Marketing Communication | Service Marketing | Strategic Marketing | Research Project | Business To Business
- Sunway Alumni Bursary 30% Scholarship

Sunway University

BSc. (Hons) Accounting and Finance | Aug 2016 - Aug 2019

- CGPA: 3.2/ 4 (Second Upper Class)
- Dual Certified Degree Program with **Lancaster University (UK)**
- Sunway Jeffrey Cheah Entrance Scholarship – Scholarship Quantum of 50% of Tuition Fees

Pin Hwa High School

Accounting Class | 2010 - 2015

- 2015 Top Academic Excellence Achievement (Class and Level)
- Magnum Academic Excellence Award – Top student of cohort
- Unified Examination Certificate (UEC) (Grade: 7A)

EXTRA - CURRICULAR ACHIEVEMENT

- Sunway University Leap Platinum (2018-2019)
- Sponsor Team of Sunway University Chinese New Year Celebration (2017)
- Program Coordinator of Sunway Ambassador Leadership Trek (2017)
- Pin Hwa High School Home Science Society - President (2015)

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