

Contact

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Top Skills

Timeline Management
Scope Planning
Deliverables

Languages

Chinese (Simplified)
Malay
English

Certifications

Yellow Belt Certification
Hygienic Design Training
Net Content Control & QS Project
Pest Awareness Training

Honors-Awards

High Achiever Scholarship
Sijil Nilam Tahap Nilam
Young Achievers' Awards

Ayden Neoh Kit Chung

E-Commerce | ex-Lazada | ex-Zalora | Cloud Kitchen | PMO | BI
| FMCG | ex-Management Trainee | Lean 6 Sigma Continuous
Improvement |

Federal Territory of Kuala Lumpur, Malaysia

Summary

- Commercial in E-Commerce
- Warehouse & Distribution OPS in E-Commerce
- Manufacturing (MNC) Background in Manufacturing
- Ex Management Trainee
- Green Belt, Black Belt Projects Awarded in LEAN Continuous Improvement
- Competency in SAP System (EAP, BHP, ERP) & BI Report
- Minitab (Pareto, Cpm, Cpk, Process Capability)

Experience

Philip Morris International

Ecommerce Manager

September 2023 - Present (1 year 5 months)

Malaysia

- Under Marketing & Digital team, overseeing brand.com & e-Commerce platforms (Lazada, Shopee, TikTok, PG Mall, Food Panda). Responsible for overall offtake, traffic, CR, marketing solutions budget & optimize it for max ROI, ROAS and low CPC.
- Manage the expectation of topline target & translating into small achievable target/ milestones for the team. Work closely with cross functional for Branding, Portfolio (Stock Management), Digital Campaigns, Social, CRM, Customer Acquisition & Customer Retention.
- Strategies, plans & activations for new launch Heat Not Burn devices, and to increase consumables in different channels. Driving lesser cost per offtake, higher share of search, and store click-through rate YoY growth.
- Drive Ecommerce channel expansion & new partner exploration, and enhancement projects to drive effectiveness.

- Build branding & CX (especially Ecommerce channel NPS), while maintaining other Digital KPI like total reach, website session, CTR, cart abandonment, cost per kit sold.
- Focus on platform excellency (key campaign & BAU ops), for timely and accurate execution.

Lazada Group

Manager, LazGlobal (Commercial)

January 2020 - September 2023 (3 years 9 months)

- Manage 13 top brands generating over 4.9 million USD yearly GMV.
- Leading [Local] Audio, Mobile Accessories market [Global] Electronics market - Audio, Camera and Drones Devices, Camera Accessories, Smart Devices & Gaming. Maximize branding, exposure, boost sale, high ROI. Managing top brands like HUAWEI, Acer, DJI, Marshall, Bose, Sonos and other brands.
- Retain, optimize key account (driven by 20/80 principle) relationships and grow local strategic partnerships to drive overall sales volumes. Driving Fulfillment by Lazada (FBL) business model to shorten leadtime & better CX for customer.
- Category strategy planning for right assortment, monitor market trends, price competitiveness, build strong relationship with brands, campaign analysis, grow sellers (acquisition & incubation strategy), competitor analysis. Identify category share by BU, sub-category level, top seller, % GMV % share for top sellers, top skus each sub-cat, analyse customer behaviour, understand assortment type in market & increase market share.
- Increase daily buyer, traffic & algorithm management, CR & YoY GMV thru guided sales (voucher mechanism, CTA, flash, keyword optimization, search trend) & gain higher exposure. Maximize all type of assets in all the traffic channel thru campaign, guided sales and consumer engagement tools.
- Long term & short term category management plan to fill up the assortment gap, SWOT analysis, risk mitigation, increasing visibility and revenue, deep dive into sub-categories weekly performance review.

- Monthly Mega/ A+ campaign preparation, include deal hunting, price negotiation, competitiveness check, stock management & after-campaign fulfillment check on Platform Health shipment or RTS.
- [Mega Day] Hourly monitoring of seller & SKU level performance, driving more exposure & traffic to SKU with high CR% low traffic on segment page, unpaid reminders, voucher replenishment & constant communication with brands/sellers on any exclusive deals/mechanics.

dahmakan

Head of Operational Excellence

September 2019 - January 2020 (5 months)

- Create strategies to close the gaps of operational efficiency and performance management, mainly on growth mechanism, scaling up operations and expansion plan.
- Act as a change agent and drive digital transformation, streamline data workflow for OPS and Delivery Satellite Hubs on manpower, production, unavailability, wastage, roll over, rating, food quality.
- Initiate and visualize real-time, consistent reporting of key process metric, such as Production Dashboard, Kitchen Preparation Tool, Throughput Overview for daily review.
- Cost savings project to redefine cost structure of food delivery (scheduling, headcount, capacity plan, space utilization in trucking and stock transfer for meals and add-ons).
- Deep diving into customer insights and meals performance (trend, NPS score, best seller, negative comments, OTD%) and work closely with Warehouse, Procurement, R&D, QAQC and Production.
- Implement a sustainable improvement of KPIs by stressing on systemic process improvement methodology (Lean, problem solving and CAPA) are incorporated in the culture and processes.
- Successful +15% improvement on food menu by designing a new prediction dashboard for frozen meals which increases shelf life and daily varieties for customers.

ZALORA Group

Outbound Manager + Business Intelligence + Project Management

July 2016 - September 2019 (3 years 3 months)

Kuala Lumpur, Malaysia

Lead 3 Biggest Annual Event in ZALORA Group (1111, BFCM, 1212)

- Collaborate with SG, TH, PH, VN, HK, TW, MY
- Drive cross-functional tasks, include HR, Finance, Legal
- Prioritization and 4M Kaizen methodology approach

Drive Warehouse Wide Centralized Operations (OPS) Planning

- Centralized tools for all the 7 departments in warehouse
- Monthly review for the next 3 months planning
- Include capacity, equipment and headcounts review
- Forecast vs actual figures

Implementation of Quality Management System (QMS)

- Review framework, guidelines, standards (minor, major, critical defects)
- Guide to prepare visual management system (OPL, WI, SOPs)
- Provide trainings & refresher to shopfloor workers
- Work closely with CS and CX team to identify VOC

Assist in Lean Implementation

- Standardize problem solving tools (GSTD, DMAIC)
- KPIs, performance metrics & cascading, define standard work
- Operational reviews and ways to analyse VOC

Other Responsibilities

- Drive productivity, quality & lead time
- Maintain warehousing & distribution operations
- Comply with shipping requirements by legislation
- Handle volume more efficiently, cost effective
- Maximize customer experience
- Maximize same day shipped in relation to 3PL cutoffs
- ABC categorization/ inventory classification & analysis for stocks, based on fast moving items
- Standardization of UOM and safety stock check on consumables
- People development/ skill matrix & coaching
- Planning & implementing new design layouts
- Analyzing variances & initiating CAPA

- Responsible for recruitment, training & performance management of warehouse staff

Mondelēz International

2 years 1 month

Production Executive & Process Engineer

July 2015 - July 2016 (1 year 1 month)

Johor Bharu

Experiences

- Deliver high performance results and ensure higher productivity
- Successful implementation of SAP STC system
- Attended green belt for Integrated Lean 6 Sigma projects (IL6S)
- Deliver financial performance through cost savings projects
- Maximize company profits by implementing lean programs and continuous improvement processes/ opportunities

Award/ Recognition

1) Black Belt Project

- Best Black Belt Project in Asia Pacific [Runner Up]
- Strengthening AQS implementation to drive OW < 2.5%
- Reduced the giveaway from 2.15% to 1.41%
- Savings achieved 56% more than targeted savings

2) Green Belt Project

- Successfully increase output per labor hour by 20%
- Lead a team towards achieving manpower savings

Roles & Responsibility

- SAP System Lead
- Production (Mixing) Lead and Trial Lead
- Autonomous Maintenance (AM) Lead, Business Trip to Suzhou

Graduate Management Trainee

July 2014 - July 2015 (1 year 1 month)

Johor Bharu

- iTaste Graduate Program - an individually tailored 12-month program designed to develop and grow highly talented graduates through experience across different parts of the organization. Involved in:

- 1) Sales
- 2) Quality
- 3) HSE
- 4) IL6S
- 5) Manufacturing

- Demonstrate SAP report and content.

- Deliver potential reduction of 0.5% in total wastage.

- Determine any possible issues via mass balance and production reporting.

- Understand the overall process of biscuits making from incoming to finished goods, including product costing and plant KPI measurement.

- Understand the importance of safety, GMP and CI initiatives to drive the plant towards IL6S.

Philips Lumileds Lighting Company

R&D Intern

June 2013 - September 2013 (4 months)

Penang, Malaysia

- Involve in Engineering 5 Core Tools Training

- 1) Lean/ 6 Sigma
- 2) Analysis of Variance (ANOVA)
- 3) 5 Why Analysis Methodology
- 4) ISO & Continual Improvement
- 5) 4 Pillar Strategy
- 6) Measurement System Analysis (MSA)
- 7) Statistical Process Control (SPC)
- 8) Production Parts Approval Process (PPAP)
- 9) Failure Mode Effects Analysis (FMEA)
- 10) Advanced Product Quality Planning (APQP)

- Corporate presentations & functions

- Train on product quality control and to develop a robust product in a short time

- Intensive self-learning courses by the company

- 1) Influence of Perception Filter

- 2) Active Listening

- 3) Different Styles of Communication

- 4) Stages of Team Development

- 5) General Business Principles (GBP)

Education

University of Nottingham

BEng in Chemical Engineering, Chemical Engineering · (2011 - 2014)