

CHEN WAI HOONG

ADDRESS

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PERSONAL PROFILE

I am a sociable person who enjoys getting along with my peers. I strongly believe a good cooperative communication leads to excellence in a team and any professional environment. My experience in the FMCG industry, and with the role of E-commerce has helped me learn to be flexible and to overcome challenges. I take pride in the work I do and will continue to grow as a person with every step.

ACADEMIC QUALIFICATION

Monash University – Sunway Campus, Malaysia

June 2019

Bachelor of Business and Commerce

Majors: International Business and Management

WORK EXPERIENCE AND COMPETITIONS

Lazada Malaysia (ECart Service Sdn Bhd)

Sept 2022 – Present

Senior Key Account Manager (AM), LazMall – Mobile & Tablet Category

- Account Managing: Dyson, Samsung, Oppo & Xiaomi / Poco
- Manages both official store sellers and Lazada Retail
 - Sellers/Brand: Dyson Official Store, Samsung Authorized stores (over 13 sellers on list), Oppo Official store, & Xiaomi/Poco stores.
 - Retail: Lazada Samsung Retail store, TechMall – Manages Deals, Stocks, Promotion, and Logistic of the stores.

- Product tendering – Plan and propose tender bid to Lazada management and host brand to secure any exclusive product launches/promotion. Involving A&P planning, marketing asset and investment, and targeting others desired asset.
- Brand collaboration – Proposed and explore with my managed account on the potential brand collaboration that would improve brand standing and support their objectives. For instance: Samsung x Adidas – when Samsung wanted to grow the smart watch on sport segment. Utilized Mechanic such as Top spender contest, Giveaway, Cross-product bundles.
- Product Launches – Create competitive strategy to ensure that both Lazada and brand's launch target/objective are met. Involving additional sales mechanic to create attractive deals to improve conversion, and marketing plan to drive traffic awareness. Major launches are aligned and executed regionally on a large scale that involves many program and mechanic – For eg: Samsung S-series/ Fold & Flip launches.

Hwa Tai Industries Berhad

May 2020 – Sept'22

E-Commerce/International Sale Assistant Manager

Sept 2021 – Sept'22

E-Commerce:

- Launched and expanded E-Commerce for Hwa Tai:
 - B2C channels - Official Stores on Lazada, Shopee and other channel.
 - B2B channels – Shopee supermarket, Lapasar, Seanex (China E-com: JD & Tmall)
- Achieved 20x growth in 2021 vs 2020. Delivered double digit sales % contribution for Non-GT sales channels.
- Develop and implement online marketing strategy to generate traffic into brand's online store and build stronger online presence. Utilizing social media tool such as CPAS & other ad type.
- Implement and manage onsite E-commerce marketing – Affiliate marketing, Platform ads (keywords), Live streaming, Store campaign design, Feed posting, and Chat promotion tools.

International Sales (Export)

- Manages overseas key account - Responsible for Africa region and Middle East region.
- Implement sales plan to help grow our export market and assist our overseas distributor on their sales activities – A&P promotion, Trade promotion, GWP etc.
- Plan & coordinate overseas marketing activities with the distributors that help build the brand.
- Product management – ensure exported product complies with overseas' laws & regulation and implementing amendment if necessary.

Shopee Malaysia (E-Commerce)

Sept '19 – Nov 2019

Marketing Associate, Campaign

- Plan and execute 'Big Campaigns' such as 9.9 & 10.10 Month Campaigns
 - Involves Assets such as social media promotion, livestreams and online ads
 - Utilize large scale promotion it to support campaign target/sales.
- Plan and execute Medium Campaign that is more brand focused.
 - Such as Electronic Fairs, Digital Sales and so on.
 - Launch small scale promotion to support campaign & ensure it meet the target.
- Worked with brands and stakeholder to execute product launches on Shopee platform
 - Brands such as Samsung, Oppo, HP, Acer and more.
- Performed Cross-Regional Campaigns across SEA.
 - Involves working with regional team and cross-country team

Internship: Nestle Sdn Bhd

Nov' 18- Feb' 2019

Cereal Partner Malaysia (Marketing – Branding)

Internship: Vinda Group SEA

Nov' 17- Feb' 2018

Commercial Export Dept. – Sales