



PREMADEVI SUBRAMANIAM

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CLIENT MANAGEMENT | COMMUNICATION | BRAND MANAGEMENT PROJECT MANAGEMENT | CLIENT REPORTING

With over 10 years of extensive experience in communication, client management, and brand management, I have developed a strong foundation in helping organizations meet both their current and future needs. I am well-versed in conflict resolution, costing and budgeting, onboarding, retention, data analysis and interpretation, as well as training and development. Known for being a self-driven, flexible professional, I excel in interpersonal and stakeholder management, and I bring strong leadership qualities to every project. My technical expertise, combined with my soft skills, positions me to effectively support organizations in achieving their goals and objectives.

STRENGTHS

Stakeholder Management
Excellent Communication
Client Onboarding
Persuasive Presentation

Budget Management
Strategic Thinking
Creative & Innovative
Attention to Details

Strong Analytical & Negotiation Skills
Highly Adaptive
Crisis Management
Relationship Building

CAREER HIGHLIGHTS

- **Optimized Communication Budgets:** Contributed to maintaining UNICEF's communication budget within the allocated amount while ensuring all key donor communication touchpoints were effectively met.
- **Campaign Success at UNICEF Thailand:** Played a pivotal role in the UNICEF Thailand upgrade campaign by collaborating with the Telemarketing department, reducing costs, and addressing gaps in donor calls from previous campaigns, improving donor engagement.
- **Streamlined Tax Receipt Process:** Instrumental in ensuring timely and orderly distribution of tax receipts for VIHAAN India and BUDIMAS Malaysia, by liaising with vendors and clients to expedite timelines while adhering to new requirements set by LHDN and ITD.
- **Enhanced Reporting Systems:** Collaborated on the enhancement of email result dashboards, providing a comprehensive and insightful reporting experience for stakeholders.
- **Expert in Email Campaigns:** Well-versed in designing and executing successful email campaigns, with expertise in audience segmentation, crafting compelling CTAs, optimizing subject and preview lines, creative design, engaging content, and A/B testing for improved campaign performance.

WORKING EXPERIENCES

SG Global Support Services Sdn. Bhd.
Assistant Brand Manager

Feb 2020 – Apr 2024

- Oversaw the onboarding of new clients in LATAM and India, streamlining workflows and processes to accommodate each client's specific business needs and objectives.
- Implemented process improvements that reduced production time and increased overall efficiency.
- Collaborated on creating draft copy and design concepts for communication materials, incorporating email marketing trends and aligning with client brand identities.
- Managed stock replenishment processes, including forecasting material requirements, handling purchase orders, tracking invoices, and monitoring costs to ensure efficient resource management.
- Acted as a liaison between internal teams and external stakeholders, ensuring alignment of objectives, resolving campaign-related issues, and supporting donor retention efforts.
- Effectively leveraged resources, coordinated tasks, and documented workflow processes to meet

- deadlines and enhance overall product flow and efficiency.
- Managed project timelines, budgets and stakeholder expectations, consistently delivering high-quality products on schedule.
- Well-versed in email campaigns and performance metrics, including audience segmentation, crafting compelling CTAs, subject and preview lines, creative design, engaging content, and A/B testing to optimize campaign effectiveness.
- Prepared comprehensive reports on electronic digital mailing (eDM) campaigns, analyzing performance metrics and outcomes, and offering actionable suggestions to improve reach and effectiveness.
- Proficient in creating and delivering presentations that clearly communicate complex data and insights, ensuring information is accessible and engaging for diverse audiences.
- Presented data-driven recommendations in a concise and persuasive manner, leading to improved campaign strategies and measurable results.
- Ensured compliance with company policies and budgetary constraints while managing the Communication plan.
- Coordinated with vendors and suppliers to secure required services and materials, ensuring smooth operations during shortage and crisis.

Experian Malaysia
Research Officer

Nov 2019 – Jan 2020

- Conducted in-depth research and analysis on companies and industries to perform credit assessments based on background, financial health, and industry trends.
- Gathered, verified, and synthesized data to assess the creditworthiness of subjects under study, ensuring accuracy and relevance.
- Researched, wrote, and edited comprehensive credit reports, ensuring they were accurate, complete, and consistent.
- Delivered timely and high-quality credit reports to clients, adhering to strict deadlines and maintaining a high level of professionalism.
- Responded promptly and professionally to client queries, resolving any issues or concerns regarding credit reports and assessments.
- Collaborated with internal teams to ensure alignment of research findings with broader company objectives and client needs.

SG Global Support Services Sdn. Bhd.
Senior Publishing Executive

May 2015 – Aug 2019

- Collaborated in the improvement of email result dashboards, contributing to a more holistic and comprehensive reporting experience for stakeholders.
- Led the team in the absence of the department head, overseeing daily operations, delegating tasks, and ensuring project deadlines were met.
- Made critical decisions to resolve any issues that arose during the absence, maintaining smooth workflow and team morale.
- Coordinated the production and delivery of donor communications materials across various channels and platforms, ensuring consistency and quality.
- Liaised with clients, designers, procurement teams, and vendors to ensure the correct and timely production and delivery of materials.
- Managed stock levels of materials, coordinating with both clients and vendors to maintain sufficient inventory.
- Handled invoices for communication services, ensuring accurate and timely processing.
- Managed and executed print mail-outs, as well as SMS and email broadcasts, ensuring the correct timing and segmentation for targeted audience reach.
- Coordinated and executed emergency and ad-hoc print or digital campaigns based on client requirements, ensuring quick turnaround and quality execution.
- Collaborated with cross-functional teams (design, production, editing) to resolve issues and optimize the product flow.
- Regularly tracked project progress and communicated updates to stakeholders, ensuring transparency and proactive problem-solving.

Wolters Kluwer Enterprise Services Partners
Production Editor cum Book Coordinator

Aug 2010 – Dec 2014

- Production Editor:
 - Ensured all print materials, including books, newsletters, and web products, were released with perfection, maintaining high standards of quality.
 - Managed the online publication of content, ensuring accuracy in terms of content, layout, and structure.
 - Wrote engaging catchphrases and concise summaries to enhance content appeal and readability.
 - Proofread and verified content, ensuring that all facts were accurate and in line with editorial standards.
 - Edited content layout and ensured seamless updates for various products, including books, newsletters, and web content published by CCH.
 - Utilized XML coding to insert and structure content within the system, ensuring proper formatting and functionality across platforms.
 - Operated Arbortext Editor software to update content and products, maintaining the integrity of the publication during the release process.
 - Collaborated with editorial teams to meet deadlines and provide high-quality final outputs for both online and print materials.
- Book Coordinator:
 - Coordinated the timely clearance and delivery of all books, ensuring strict adherence to deadlines and quality standards.
 - Managed the entire lifecycle of each book project from inception to delivery, including planning, execution, and follow-up with internal teams and external vendors.
 - Effectively allocated resources and assigned tasks to ensure the smooth flow of the book production process.
 - Developed and maintained detailed documentation of all workflows, ensuring consistency and efficiency in project management.
- Raised purchase orders (PO) for a six-month period to address staffing shortages resulting from retrenchment.
- Worked closely with management to assess staffing needs and ensure timely procurement of necessary resources.
- Monitored and tracked PO progress to ensure on-time delivery and fulfillment of staffing requirements.

University Putra Malaysia
Research Assistant / Tutor

Oct 2008 – Dec 2009

- Conducted research on Biodegradation of Empty Fruit Bunches (EFB) and Palm Press Fiber (PPF) using Basidiomycetes Fungi.
- Conducted lab classes, supervised and assisted undergraduate students with their final year projects.

Sime Darby Technology Centre
Internship

Jul 2007 – Dec 2007

- Conducted research on Production of enzyme from fungus using fermentation process, purifying and immobilizing the enzyme for industrial uses.

EDUCATION & TRAINING

Bachelor's (Hons) Degree in Biotechnology, University College Sedaya International (Dec 2007).

Basic First Aid & CPR Training
Microsoft Excel Intermediate
Business Communication Skills
Leadership Skills

Personal Effectiveness
Stress Management
Thinking & Research Skills
Presentation Skills