












PERSONAL

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gloria2ses4@gmail.com
-  **Date of birth**  
25-09-1984
-  **Place of birth**  
Klang
-  **Gender**  
Female
-  **Nationality**  
Malaysian
-  **Marital status**  
Single
-  **Driving license**  
D
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INTERESTS

- Pets
- Cooking
- Reading

LANGUAGES

- English★★★★
- Malay★★★★
- Mandarin★★★★
- Hokkian★★★★

GLORIA KOOH

I’m an experienced eCommerce Key Account Manager at Lazada, with over nine years in the industry. My career began with working directly with brands before I transitioned to marketplace management. I’m skilled in developing strategies that drive sales, enhance customer engagement, and optimize online presence. I’m passionate about leveraging data and insights to create impactful solutions in the fast-paced world of eCommerce.



WORK EXPERIENCE

May 2023 - Present

Key Account Manager

Lazada Malaysia, Kuala Lumpur

- Develop, monitor and manage an assigned portfolio of brands and merchants on the Lazada platform
- Formulate a sound commercial portfolio strategy, including range and pricing, and ensure key accounts to hit their sales targets
- Evaluate performance on a daily, weekly and month basis to further optimize product, pricing and promotion decisions, as well as marketing spend.
- Establish strong relationships with Lazada’s partners, and support their activities on our platform
- Support Lazada’s partners in their store launches, sales campaigns and brand events
- Coordinate with other internal teams to ensure adequate support in areas like supply chain, customer service and marketing; ensure changes in our business create win-win scenarios for Lazada and our sellers
- Pitch promotional tools for the platform that will help sellers increase customer traffic and sales
- Curate comprehensive trend knowledge and industry insights to drive category success
- Develop channel marketing and promotions plans Coach sellers in maximising yield from our platform, and internal teams on optimal seller support
- Best KAM during 9.9 campaign in 2023
- Managing Food Staples accounts ( LAZMALL ), overall sellers account in totality increase GMV 46%, Orders 39%, SDSA increase 30% YoY.
- Shift to Emerging Brands Team - managing FMCG, Fashion sellers

Oct 2021 - Apr 2023

Assistant Ecommerce Manager

WIPRO LDW SDN BHD, Kajang

- To plan on Online Marketing Strategies and tactical implementation of campaigns to drive profitability, effectiveness and improve online sales.
- Drive customer specific e-commerce initiatives and opportunities to grow online market share and brand presence (focus on platform sell-out) and maximizing conversion across the funnels.
- To manage and optimise all web related contents
- Develop social media strategy to find opportunities to improve on user engagement based on data insights.
- Responsible to arrange order fulfilment by monitoring packing and ensuring delivery to customer is completed.
- Build a long-term relationship with e-commerce partners and their operational teams.
- Measure and report performance of all digital marketing campaigns and access against goals (ROI and KPIs).
- Manage and deliver superior conversion led search optimization to drive e-Commerce sales.
- Budget management for e-Commerce performance.
- Evaluate, track and report the success of projects/campaigns

Apr 2021 - Sep 2021

### **Assistant Ecommerce Manager**

HYZ Trading Pte Ltd, Klang

- Developing the company e-commerce website using Shopify platform, handling all the marketplaces (Shopee, Lazada, Qoo10)
- Warehouse planning
- Soft coding for the website ( customization )
- Establishing this brand
- Managing Stocks ( distribution, updating )
- Handling the backend operation for the Marketplace as well as in-house website.
- Dealing with related parties to make it a success during deployment and integration stage.
- Designing company logo and other collaterals
- Maintain good customer service and relationship with suppliers, logistic companies.
- Preparing sales analysis and customers buying habit.
- Planning for sales increase as well as planning e-promotion and creating more traffic to our site (Brand Awareness).
- Dealing closely with internal and external staff.
- Product ranging and content creation for products. (Covering merchandising)
- Planning online promotion every month and online campaign.
- Managing EDM, analytical track on every campaign, SEO and SEM.
- Data driven.
- Seize business opportunity to increase sales growth.
- Identifying new market growth.
- Develop marketing campaign and marketing collaterals
- Responsible for the social media shop integration

Mar 2020 - Mar 2021

### **Sr E-commerce & Marketing Executive**

Perdanis Retail Sdn Bhd (Moto Guzzi Fashion Brand), Seri Kembangan

- Developing the company e-commerce website as well as managing the marketplace. (2 website and 4 marketplace : Shopee, Lazada)
- Hands on WooCommerce backend.
- Handling the backend operation for the Marketplace as well as in-house website.
- Dealing with related parties to make it a success during deployment and integration stage.
- Liaising with 3rd party logistic for warehouse
- Maintain good customer service and relationship with suppliers, logistic companies.
- Preparing sales analysis and customers buying habit.
- Planning for sales increase as well as planning e-promotion and creating more traffic to our site (Brand Awareness).
- Dealing closely with internal and external staff.
- Designing artwork for online platforms.
- Product ranging and content creation for products.
- Planning online promotion every month and online campaign.
- Designing the marketing collateral.
- Managing EDM, analytical track on every campaign, SEO and SEM.
- Data driven.
- Seize business opportunity to increase sales growth.
- Identifying new market growth.
- Develop marketing campaign and offline marketing collaterals.
- Online and offline marketing planning and execution.
- Manage shop visual & fixtures.
- Responsible of Moto Guzzi's social media posting and write ups
- In charge of brand soft launch planning

Jun 2017 - Mar 2020

### **E-commerce Manager**

Transmarco Concepts Sdn Bhd (Hush Puppies Fashion Brand), Shah Alam

- Developing the company e-commerce website as well as managing the marketplace. (3 website and 4 marketplace: Shopee, Zalora, Lazada, 11Street)
- Hands on WooCommerce processes.
- Handling the backend operation for the Marketplace as well as in-house website.
- Dealing with related parties to make it a success during deployment and integration stage.
- Ensuring smooth orders delivery from A to Z and no hiccups in between.
- Maintain good customer service and relationship with suppliers, logistic companies.
- Increase online traffic and sales more than 100% every month.
- Ensuring Healthy stock level and no Out Of Stock.
- Preparing sales analysis and customers buying habit.
- Planning for sales increase as well as planning e-promotion and creating more traffic to our site (Brand Awareness).
- Training to internal staff on both product knowledge as well as system.
- Dealing closely with internal and external staff.
- Designing artwork for online platforms.
- Product ranging and content creation for products.
- Planning online promotion every month and online campaign.
- Designing the marketing collateral.
- Spear leading the project together with Regional Ecommerce Manager and General Manager.
- Managing EDM, analytical track on every campaign, SEO and SEM.
- Data driven.
- Seize business opportunity to increase sales growth.
- Identifying new market growth.
- Marketing campaign.
- Troubleshooting system and identify bugs.
- Managing the e-commerce warehouse.
- Reducing stock losses.
- Liaising with auditors.
- Training of operations staff (backend and frontend).
- Ensure timely delivery of customers' orders and good after sales services provided.
- Liaising with external parties and maintaining a good relationship with them.

Jul 2015 - Jun 2017

### **E-commerce Assistant Store Manager (Oct 2016 – May 2017) & E-Commerce Executive(Jul 2015 - Oct 2016)**

Kim Hin Joo (M) Sdn Bhd ([www.mothercare.com.my](http://www.mothercare.com.my)), Balakong

#### **E-commerce Assistant Store Manager**

- Developing the company e-commerce website as well as managing the marketplace.
- Handling the backend operation for the Marketplace as well as in-house website.
- Dealing with related parties to make it a success during deployment and integration stage.
- Ensuring smooth orders delivery from A to Z and no hiccups in between.
- Maintain good customer service and relationship with suppliers, logistic companies.
- Increase online traffic and sales more than 100% every month.
- Ensuring Healthy stock level and no Out of Stock.
- Preparing sales analysis and customers buying habit.
- Planning for sales increase as well as planning e-promotion and creating more traffic to our site (Brand Awareness).
- Training to internal staff on both product knowledge as well as system.

- Dealing closely with internal and external staff.
- Designing artwork for online platforms.
- Project leader to build the Malaysia Mothercare website from scratch (e-cart system )
- Product ranging.
- Planning online promotion every month and online campaign.
- Designing the marketing collateral.
- Spear leading the project.
- Training the team, building a new Ecommerce team from a one man show to a big team content creation for products.
- Managing enewsletter, analytical track on every campaign, SEO and SEM.
- Data driven.
- Seize business opportunity to increase sales growth.
- Identifying new market growth.
- Marketing campaign.
- Troubleshooting system and identify bugs.
- Hands on Magento processes.
- Preparing EDM.
- Planning Campaign for EDM, Marketing for E-commerce to boost sales.

#### **E-Commerce Executive**

- Developing the company e-commerce website as well as managing the marketplace.
- Handling the backend operation for the Marketplace as well as in-house website.
- Dealing with related parties to make it a success during deployment and integration stage
- Ensuring smooth orders delivery from A to Z and no hiccups in between.
- Maintain good customer service
- Increase online traffic and sales more than 100% every month
- Ensuring Healthy stock level and no Out of Stock
- Preparing sales analysis and customers buying habit
- Planning for sales increase as well as planning e-promotion and creating more traffic to our site (Brand Awareness)
- Training to internal staff on both product knowledge as well as system.
- Dealing closely with internal and external staff
- Handling the SEO and SEM
- Designing artwork for online platforms.
- Project leader to build the Malaysia Mothercare website from scratch (e-cart system )
- Product ranging
- Planning online promotion every month and online campaign
- Designing the warehouse layout for smooth operation.
- Designing the marketing collateral.
- Spear leading the project

Feb 2014 - Jun 2015

#### **Senior Sales and Marketing Executive**

CAELY (M) Sdn Bhd, Sri Petaling

- Currently handling both SOUTH and EAST COAST zone
- To ensure growth in the sales.
- Business development in designated zones.
- Assist on the designing the catalogue and other marketing collaterals.
- Handle events (inhouse event as well as outdoor events)
- Trainer for Product knowledge, as well as an emcee for every event.
- Prepare a thorough business plans for future action.
- Provide training to new boutiques/ single level stockiest.
- Penetrate new business opportunity.
- Handling retail
- Handling all customers and suppliers' complaint.
- Handling all roadshows, fair, event and CSR event.
- New account opened - 5 single level, 4 boutiques and 2 main stockiest, sales growth more than 100%.

- Market Research and Analysis
- Handling key accounts as well as debt collection
- Managing Retail counters

Jul 2013 - Jan 2014

### Freelancer

Klang

- Designing marketing collaterals for SMEs, logo's, banners, magazines
- Designing companies and personal business website and also creating social media for their business to create business awareness
- Providing advice on SEO and SEM

Dec 2011 - Jun 2013

### Marketing Executive

Berjaya Sampo Insurance Berhad

- To service existing agents and ensure growth and maintain renewals
- Able to recruit agents
- Lead, train and motivate the agency force
- Good build relationship with agents
- Secure new business opportunities
- Interact and maintain close rapport with agents and insured
- Contribute creative alternative ideas to help maximize market penetration
- Market research and problem solving

May 2010 - Oct 2011

### Marketing Executive

IME Technology Sdn Bhd / Mawea Industries Sdn Bhd, Petaling Jaya

- Personal Assistant to the Managing Director
- Managing all the brochure, presentations slides, website design, annual company magazine design and other collateral materials design
- Manage and co-ordinate company event like Annual Dinner, seminar, talks, Roadshows, exhibition and etc.
- Handle the manufacturing portal ([www.manufacturers.com.my](http://www.manufacturers.com.my))
- Handling of Malaysia Mold and Die Association Directory
- Provide Training to New Colleague
- Lead searching and qualifying



## REFERENCES

Hush Puppies

**Chew Soo San**

019-689 8234

Kim Hin Joo (M) Sdn Bhd

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**Chua Sew Khuan**

+65 9627 1313



## SKILLS

Microsoft Office



Adobe Suite



Mailchimp/Getresponse



SEO/SEM



Google Ads



Photography



Customer Service Skills



Problem Solving



Interpersonal Skills



Data Analysis



Negotiation



## ACHIEVEMENTS

- My greatest achievement was the sales I brought in for Mothercare and Hush Puppies ( double figures) and reduction of stock losses in Hush Puppies warehousing. Best KAM during 9.9 campaign in 2023 ( LAZADA)



## EDUCATION AND QUALIFICATIONS

May 2007 - May 2010

**Bachelor Degree in Business Computing**

Management and Science University, Shah Alam, Klang

Feb 2003 - Apr 2007

**Diploma in E-commerce**

Management and Science University, Shah Alam, Klang