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Top Skills

Pricing Strategy
Competitive Analysis
Analytical Skills

Gary Teo

Category Manager at Swap Asia
Petaling Jaya, Selangor, Malaysia

Summary

Experienced marketer with over 6 years of working experience. Energetic and ambitious person who always looking to resolve the problems and at the same time looking to achieve the target given. Specialize in product management and e-commerce management. Strong expertise in developing pricing strategies with the goal of maximizing profits.

Experience

Swap Asia

Category Manager

June 2022 - Present (2 years 9 months)

Maxis appointed 4PL partners (Swap Device Solution Sdn Bhd)

- Accountable to manage accessories category for the client, which included new product introduction, pricing strategy and also supply chain management.
 - Category Manager (Accessories) reporting to Head of Device Management.
- Support companywide project in accessories pilot trial to develop new business opportunity and improve overall profitability at higher revenue.
- Over achieve accessories sales in 2024 by 64% in Revenue and 49% in Gross Profit.

ClickAsia.asia

Online Category Manager

August 2021 - May 2022 (10 months)

E-Commerce enablers company

- Oversee and manage the overall e-commerce business performance for few brands (Johnson n Johnson, Cetaphil, Bio-Life), which required to involve from end to end planning.
- Online Category Manager reporting to CEO. Manage and coordinate brands' flagship store across the E-commerce marketplace. This includes campaign planning, store performance plans, store daily sales and observe ROI on Lazada Sponsored Discovery and Shopee Ads.
- Over achieve single day sale by 10% compare to previous year.

Socma Trading (M) Sdn Bhd

Product Executive

March 2019 - August 2021 (2 years 6 months)

Distributor for Fast Moving Consumer Goods

- Accountable to manage few FMCG brand (Supernut Groundnuts, Cafe 21 & Gold Roast instant beverage and Beautex Tissue) which get involved in end to end planning.
- Product Executive reporting to Marketing Director. Responsible in develop marketing activities based on the given A&P fund and ensure the company achieves both targeted shipment sales and in market sales.
- Head of E-commerce, oversee and grow the E-commerce business for the company.
- Successfully achieved products yearly shipment target.
- Successfully transform store in Lazada from normal seller to Lazmall. Open store and list into Zalora (Z-mart) and Pgmall (E-Commerce Marketplace). List into Shopee Mart (E-Retailers)

Public Bank

Senior Sales & Marketing Executive (Trainee)

October 2018 - March 2019 (6 months)

Reporting to Regional Manager and assigned to the sales team which specialize in selling mortgage loan and credit cards. Daily task is to reach out different parties to generate sales to achieve monthly target. Prior to the task given, it builds up personal connection with other people at the same time learn how to work independently.

Taylor's Education Group

Product Marketing Intern

December 2017 - February 2018 (3 months)

Assigned to the product marketing team. Handling the digital banner advertisement and assisted in scholarship interviews like preparing documents and managing registration. Also given an opportunity to experience working in education fairs and open day. Prior to the above events, a lot of preparation need to be done to ensure the entire event is smooth and successful.

MEC

Digital Marketing Intern

December 2016 - February 2017 (3 months)

Global Media Agency network focusing in traditional Advertising

- Analyzed and research data extracted from media companies. Using the existing information and work out the best solution and strategy which suitable for the client.
- Able to finish the tasks given on time and assist superior to meet the client's expectations.

Education

Monash University Malaysia

Bachelor's degree, Marketing, Finance · (2015 - 2018)