



### PERSONAL PARTICULAR

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Marital Status	:	Single

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### OBJECTIVES

- To work in a corporation which offers a professional working environment and enable me to grow while meeting the corporation's goals.

### PROFILE

- Enthusiastic self-starter
- Pleasant Personality and Fast Learner
- Able to work independently
- Strong organizational and time management skills
- Detail oriented
- Good communication and interpersonal skills
- Reliable team player
- Ability to adapt to new and changing environment
- Good computer skills, able to use MS Office, Adobe Photoshop, Adobe Illustrator.

### EDUCATION BACKGROUND

May 2006 – July 2009	B.Sc(Hons) Food Science and Nutrition UCSI University, Cheras, Kuala Lumpur Malaysia.
May 2004 – November 2005	Sijil Tinggi Persekolahan Malaysia (STPM) Sekolah Menengah Tunku Ampuan Durah Seremban, Malaysia.
January 1999 – November 2003	Sijil Pelajaran Malaysia (SPM) Sekolah Menengah Chan Wa, Seremban, Malaysia.

## OTHER QUALIFICATION

2004	Malaysian University English Test (MUET) – Band 4
2003	General Certificate of Education Ordinary Level (1119) – B4

## LANGUAGE PROFICIENCY

- Fluent in verbal and written English and Bahasa Malaysia
- Fluent in verbal Mandarin and written Chinese
- Fluent in verbal Cantonese and Hokkien

## OUTSTANDING ACHIEVEMENTS/ AWARDS

2022	Completed Digital Marketing Certification Program in association with Circus Street
2017	Attended the Dialog Berkenaan Kawalan Iklan Ubatan Tradisional Bersama Industri Kecil Sederhana (IKS) & Industri Jualan Langsung (IJL) organized by Bahagian Perkhidmatan Farmasi Kementerian Kesihatan Malaysia.
2013 – 2017	Successfully assisted in product registration (Food, Health Supplement, Traditional, Cosmetics, Label application) of company's new products.
2014	Successfully organized and host a seminar of Dr Todd from US attended by more than 500 pax.
2013 – 2015	Successfully organized all product launches events, roadshows and conducted trainings & workshops.
2012	Attended the Malaysia World Academic Convention on Acupuncture & TCM organized by World Federation of Acupuncture-Moxibustion Societies (WFAS) in 1 <sup>st</sup> May 2012-2 <sup>nd</sup> May 2012 in Kuching, Sarawak.
2010	Attended Team Building Camp organized by Aeon Co. Sdn Bhd through D'Jungle People
2010	Attended Refresher Course Training on Leadership and Problem Solving conducted by Trainers of Aeon Co. Sdn. Bhd.
2010	Attended Nutrition Training conducted by HQ Nutritionist in Aeon Co. Sdn.Bhd.
2009	Attended Elementary Dairy Training conducted by Dutch Lady Milk Industries dairy trainers
2009	Attended Food Handler's Training conducted by Ministry of Health (MOH) training providers
2008 – 2009	Research Project and Thesis Writing (Optimization of Extraction Conditions of Antioxidative Compounds from <i>Schizophyllum Commune</i> using Response Surface Methodology (RSM))
2007	NutriFood Fair (Development of Nutrition Educational Tools)
2007	NutriFood Fair (Development of Nutritious Food)
2007	Waste Management Project (Say NO to Plastic Bag Campaign)

## WORKING EXPERIENCES

**Jan 2023 – Current**  
**(Marketing Department)**

**Marketing Manager (BElixz)**  
**BE International Sdn. Bhd,**

### **A. Advertising & Promotion (A&P)**

- To plan and implement any product activities: new product launches, trainings, workshops, programs, roadshows, seminars, promotions and tools etc. to meet sales performance.
- To develop an integrated short- & long-term marketing strategy to secure continues growth and expansion of the market share and profitability of the assigned products.
- To closely monitor the sales performances of the assigned products and to make analysis on the training & promotion effectiveness.
- To gather field intelligence or market information & to initiate any marketing strategy which aim to improve sales performance.

- To assist in preparing annual budgets and take full responsibilities of budgetary control of the section.
- Develop marketing analytics in Big Data to constantly create demands and maximize market penetration.
- Oversee digital marketing contents creation for social media posting.
- To develop Business Support Materials and retailing tools to support distributors in retailing.
- Responsible for brand reports (weekly & monthly report), proposals, post evaluation analysis and ensure all reports are submitted on time.
- Harmonizing activities between Malaysia, Singapore, Brunei, Hong Kong & Indonesia.
- To synchronize all marketing activities such as stock movement, forecast, promotion activity and any other implication which may have impact on the product sales.
- Ensure brand activities adhere to internal and external legal obligations and social responsibilities.
- To provide guidance, training and monitor the ongoing job of the subordinates.

#### **B. Product Training & Development**

- Conduct nutritional or health/ product related meeting, seminar and talk in English, Chinese and Malays as well as travel to assist Sales & Marketing team in new product launch, product promotion events, marketing activities, workshops and road shows between Malaysia, Singapore, Brunei, Hong Kong & Indonesia.
- Provide product & health care related training to existing staffs and newly joined staffs from time to time between Malaysia, Singapore, Brunei, Hong Kong & Indonesia.

#### **C. Operational**

- To work hand-in-hand with Customer Service team to ensure brand & product information is correctly conveyed to the distributors and customers.
- Monthly Marketing & Sales report
- Reviewing and approving all product articles, announcements, promotion leaflets and all reading materials.
- Dealing and work closely with 3<sup>rd</sup> party vendors.

**February 2018 – Jan 2023  
(Marketing Department)**

**Senior Brand Executive  
Amway (M) Sdn. Bhd.**

#### **A. Advertising & Promotion (A&P)**

- Direct ownership to monitor and implement brand activities, events, programs and promotions to achieve brand objectives (Nutralite & Bodykey).
- Run brand activities such as branding campaign (both ATL & BTL, PR activities), product launches, loyalty programme, workshops, programs, roadshows, seminars etc.
- Launch and continuous enhancing the Loyalty Programme with the requirements setup in Hybris 1.x & Hybris Core.
- Ensure enforcement of brand standards in all aspects of brand communication to maintain consistency.
- Liaising with global team on new products development, forecasting, packaging artwork, pricing and etc.
- To develop Business Support Materials and retailing tools to support distributors in retailing.
- Responsible for brand reports (weekly & monthly report), proposals, post evaluation analysis and ensure all reports are submitted on time.

- Harmonizing activities between Singapore & Malaysia.
- Executing brand/ product communication plans to achieve intended message to targeted audience.
- To coordinate with Inventory Planning to ensure sufficient stock level for monthly sales including promotions and preparing promotion forecast plan to production team.
- Ensure brand activities adhere to internal and external legal obligations and social responsibilities.
- Responsible to raise pricing, PO, stock requisition & product promotion forecast whenever is required.

#### **B. Operational**

- Answering distributors' calls and email inquiries.
- Attend distributors' walk-in inquiries/ complaints.
- To work hand-in-hand with AITS and Inventory Control to ensure system and website are able to support the promotion mechanic.
- To work hand-in-hand with Customer Service team to ensure brand information is correctly conveyed to the distributors and customers.

#### **C. Others**

- Weekly/ Monthly Marketing & Sales report
- Amagram articles/ Newsgram, Running marquee, Direct sms/ Whatsapp/ Telegram announcements, Brand site articles.
- Reviewing and approving all product articles, announcements and all reading materials.
- Reviewing and approving promotion page in Amagram/ Newsgram.
- Preparation for business presentations.
- Dealing and work closely with 3<sup>rd</sup> party vendors.

**March 2015 – January 2018**  
**(Marketing Department)**

**Assistant Product Manager**  
**Kyani (M) Sdn. Bhd.**

#### **A. Advertising & Promotion (A&P)**

- Provide product, nutritional advice and consultation to customers.
- Attend to customer product inquiries & concern as well as to provide the appropriate solution.
- Assist in new products application for the respective markets.
- To conduct internal product testing and market research on new products before launch.
- Assist in organizing activities such as product launches, roadshows, seminars, workshops, leadership trainings etc.
- Develop and prepare nutritional or health related information, write up or article in English, Chinese and Malay.
- Develop training collaterals and marketing materials to support the sales strategy, i.e. to develop, edit and proofread product booklet/ product catalogue, product leaflets, magazines, advertising and promotion materials etc.
- Liaise with suppliers for premium gifts items (i.e.: Pens, T-shirts, Brochures printing, Notebooks, Non-woven bags etc).
- Update backoffice systems with latest products and promotions.
- To create and promote news, announcements, events, promotions and post motivational quotes on Facebook and notice board.

#### **B. Product Training & Development**

- Conduct nutritional or health related meeting, seminar and talk in English, Chinese and Malays as well as travel to assist Sales & Marketing team in product promotion events, marketing activities, workshops and road shows between Malaysia & Singapore.

- Provide product & health care related training to existing staffs and newly joined staffs from time to time between Malaysia & Singapore.
- Conduct product training in a weekly manner and also during roadshows for new product launched.
- To perform other tasks that assigned by superior from time to time.

#### **C. Product & License Registration**

- Assist in new product registration and labelling applications process.
- To arrange for the compilation of complete product dossier of all product registration activities and all other regulatory matters.
- Liaise with agent to ensure timely submission and approval for new registration for health supplements, traditional products, cosmetic products or food products.
- To manage renewal of related licenses in order to ensure approvals before each calendar year for the continuity of the business.
- Liaise with relevant authority in all the matters regarding to product registration.
- To oversee and ensure the content of all packaging and other materials are compliant with local regulations and accurate.
- To ensure good housekeeping and that up-to-date regulatory documentation is maintained.

**July 2013 – March 2015  
(Business Development Division)**

**Nutritionist – Senior Executive  
Perfect Pentagon Sdn. Bhd.**

#### **A. Advertising and Promotion (A&P) Function**

- To do product registration for new incoming health products, food labelling and KKLIU registration for media advertising materials.
- To manage the timely submission of all licenses (ie: Import & Wholesale Licenses, Notification Note for cosmetic products) in order to ensure approvals before each calendar year for the continuity of the business.
- Involved in marketing strategy planning & implementation.
- Support and coordinate in organizing activities such as product promotions, product launches, roadshows, workshops and other related events, etc.
- To assist in the progress and development of training collaterals and marketing materials to support the sales strategy, i.e. product booklet/ product catalogue, product leaflets, magazines, advertising and promotion materials etc.
- To coordinate and liaise with suppliers / Media Company for product advertisements in magazines (Long Life, Queen Magazine etc), different departments, in-house designer to outline the promotion campaigns.
- To do market research and survey on market trend and competitor activities to identify market opportunity for the product.
- Do write-ups or articles for company magazine and also prepare materials for advertising purpose.
- To create and promote news, announcements, events, promotions and post motivational quotes on Facebook and notice board.

#### **B. Product Training & Development**

- To run product trial and collect feedbacks for new products that are yet to be launch.
- To conduct nutritional or health related meeting, seminar and talk as well as travel to assist Sales & Marketing team in product promotion events, activities, and roadshows.
- Developing and preparing content for product seminar and training and prepare nutritional or health related information.

- Provide nutritional advice and consultation to customers and also answer customers' enquiries.
- To run and device tests to show effectiveness of products to show during training sessions.
- Provide product & health care related training to existing staffs and newly joined staffs from time to time and compiling health information.

**June 2011 – January 2013  
(Marketing & Training)**

**Nutritionist cum Product Trainer  
8ightAsia (M) Sdn. Bhd.**

**A. Product Training**

- To organize and conduct Product Training Programs for leaders and networkers.
- To design and develop a PowerPoint Product Market Demonstration based on company standard operating procedures for leaders and networkers.
- To propose, coordinate and develop training materials for training sessions.
- To provide consultation and handle customer's inquires/complaints through telephone and e-mail enquiries, on site and on company enquiry webpage.
- To run and device tests to show effectiveness of products to show during training sessions.
- To update the webpage and social medias on products when there are new products, promotions, events.
- To travel as and when necessary to all parts of Malaysia and Asia.
- To collect and record testimonials of users of products.
- To do product registration for new health products.

**B. Advertising and Promotion (A&P) Function**

- To organize marketing or promotional campaign to launch new products.
- To work with marketing executives on marketing programs, gift items etc. to promote marketing of products
- To assist to organize events for festive celebrations, recognition etc.
- To prepare and design promotional & marketing materials (sales kit, brochures, flyers, poster, etc.) with Adobe Illustrator, Adobe Photoshop, Adobe InDesign software and translation job when necessary.
- To prepare Newsletter based on half yearly news on specific health topic related to our products e.g. Diabetes, EMF radiation, slimming etc.

**February 2010 – May 2011**

**Group Leader cum Nutritionist  
AEON Wellness Pharmacy,  
AEON CO. (M) Bhd.  
(Formerly known as Jaya Jusco Stores Bhd.)**

- Supervised and plan daily and monthly working schedules for staffs with SAP
- Overseeing daily operations business especially health and food supplement category.
- Become Proxy Manager to oversee the whole selling floor when Managers are off-duty.
- Executing promotional plan for events and gondola end according to merchandising plan
- Promote and recommend health food, supplement and health based product according to the customer needs

- Provide nutrition screening and counseling on healthy lifestyle, diet modification for health improvements.
- Provide product knowledge/ product training to the staffs
- Handle product enquiry and customer complaint
- Handle order, return and transfer of goods/ stocks.