



# TAN CHING SHUAN

## SENIOR PRODUCT EXECUTIVE

### Profile

FMCG skincare professional with 2+ years of experience in product management, GWP sourcing, new product development, licensing, and marketing. Currently managing Bio-essence, focusing on body lotions and cleansing products. Skilled in driving innovation, brand growth, and market strategy.



### Work Experience

Sep 2022


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Apr 2025


#### Wipro Consumer Care (LDW) Sdn Bhd

Senior Product Executive

- Assist in executing brand strategies and marketing plans to achieve business growth targets.
- Coordinate product launches, promotional activities, and brand campaigns to enhance consumer awareness and engagement.
- Work closely with designers and social media agencies to ensure seamless execution of social media postings and activities.
- Collaborate with agencies to implement and execute KOL and influencer marketing campaigns.
- Liaise with design and production teams to develop promotional materials, including brochures, POSM, and in-store displays.
- Support the planning and execution of events, roadshows, and in-store activations to boost product visibility and sales.
- Gather and analyze feedback from marketing activities and customer interactions to refine future strategies.
- Prepare and maintain brand performance reports, providing actionable insights to optimize marketing effectiveness.
- Manage, plan, and source GWP while working closely with suppliers to ensure quality and timely delivery.
- Lead key initiatives such as DVC production, event planning, and workshop coordination to drive successful brand engagement.
- Coordinate licensing activities, ensuring compliance with brand guidelines and agreements while managing relationships with licensors.
- Collaborate with R&D, sales, and supply chain teams to ensure successful product rollouts.

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Taman Bukit Suria,  
43000 Kajang,  
Selangor, Malaysia

### Education

#### Bachelor of International Business (HONS)

UTAR

2017-2020

#### SMJK Yu Hua

SPM

2013-2014

### Expertise

Trade Marketing  
Digital Marketing  
Product Management  
Licensing  
New Product Development  
Customer Service

### Language

Chinese  
English  
Malay

2020

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2022

## **Tactical Think Tank Sdn Bhd**

Business Development Specialist (E-Commerce)

### **1) Partner Management**

- Guide new partners through the Shopee store opening process when they join the program.
- Provide support for partners facing issues related to logistics, procurement, or product management.
- Offer higher-level assistance to administrative colleagues when they encounter complex issues.
- Assist the accounting department by reminding partners to make stock payments.
- Maintain strong relationships with partners to ensure smooth collaboration.

### **2) Procurement Management**

- Manage orders efficiently using the internal procurement system.
- Ensure the majority of orders are purchased before their due date.
- Coordinate with the China team to resolve order-related issues.
- Enforce procurement SOPs to minimize errors.
- Supervise the procurement team to ensure daily KPIs are met.
- Allocate team resources effectively when order volume increases.

### **3) Supplier Management**

- Coordinate with local suppliers to upload their products onto the Shopee store.
- Ensure the product upload team accurately lists supplier products in designated stores.

### **4) Customer Service**

- Handling customer inquiries in a chatroom.

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## **OTHERS EXPERIENCE AS PART TIME**

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2019

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2020

## **Big Asia World Travel & Tour Sdn Bhd**

Admin cum Account (Internship & Part timer)

- Prepare payment vouchers and arrange timely payments to suppliers.
- Issue monthly invoices for clients and ensure proper record-keeping.
- Prepare driver salaries and commissions in accordance with company policies.
- Arrange accommodation for drivers when required.
- Assist customers with hotel bookings as needed.
- Update the company's financial accounts on a monthly basis to ensure accuracy and compliance.

2015

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2019

## **Omens Sdn Bhd**

Admin cum Human Resources

- Issue invoices on a monthly basis for clients and maintain proper documentation.
- Prepare prepaid payment vouchers and arrange payments for general suppliers.
- Calculate and prepare full-time employees' salaries and part-time wages, including full-time payslips.
- Submit full-time employee EPF forms and ensure timely payments.
- Update company accounts on a monthly basis, ensuring accuracy and compliance with financial regulations.
- Perform data entry tasks to maintain accurate records.
- Prepare various official letters, including offer letters, confirmation letters, and other HR-related documents.

2015

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2020

## **Always Marketing (M) Sdn Bhd**

Promoter

- Collect and report customer feedback to help improve product offerings and marketing strategies.
- Engage with customers to provide product information, answer queries, and encourage purchases.
- Stay informed about current promotions, competitor activities, and market trends to effectively communicate with customers.
- Samples to promote products and generate leads.

2020

## **Cafe & Restaurant**

Waitress

- Providing excellent customer service, taking orders, serving food and beverages,



## **References**

**Casey Low**

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**KM Chin**

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