



POLYNN TAN POH LEE

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**Address: 46, SS2/107, Selangor
Darul Ehsan, Malaysia.**

DIGITAL MARKETER

Age : 42

Gender: Female

Status: Single

Date of Birth : 25th May 1981

Written Language : Good-English , Good-Malay

Spoken Language : Good-English Good- Malay , Mandarin, Cantonese

Technical Skills : Proficient in Microsoft Word, Access, Excel , Power point, Adobe
Photoshop, Google Analytics, Omniture, Google Adwords,
Facebook Ads, Search Engine Marketing , SEO ,CSS , HTML

AutoResponder : MailChimp and ConstantContact, Google Adwords , Active
Campaign, BREVO

CMS: Wordpress, SITECORE, Shopify

AI: Prompt Engineering, Midjourney, CHATGPT

ECOMMERCE MANAGER

OSIM (M) SDN BHD

April 2022-July 2023

OSIM , a subsidiary of V3 Brands, is the leading brand in premium massage chairs in Asia and a pioneer in the Wellness Tech Industry. OSIM integrated omni-channel and brand experience offers a one-stop hub empowering customers to manage their wellbeing through proprietary wellness massage chairs, portable massagers, massage gaming chairs and beauty devices

- Work hand in hand with full spectrum of the e-commerce and operation team. (Marketing, Operation, Creative & New Product Launches & External Vendors & HQ in Singapore)
- Coordinate, lead and manage team member on campaign execution

- & marketing activity (Lazada, Shopee, Zalora, Website)
- Identifying, prioritizing and resolving key process and issues impacting sales targets
- Business development by evaluating new online business opportunities to increase sales revenue (Facebook live streaming, Affiliate Program, B2B, B2B2C)
- Manage website using SITECORE
- Monitoring the performance of 3PL fulfillment center & inventory management as well as stock forecast & planning for 6-12months storage.
- To review/analyze each platform sales performance and always looking for improvement
- Identifying, prioritizing and resolving key process and issues impacting sales targets
- Business development by evaluating new online business opportunities to increase sales revenue (Facebook live streaming, Affiliate Program, B2B, B2B2C)
- Manage CTR and website optimization and campaign optimization through promotion strategies and KAM Marketplace tools and CPAS in Facebook/SHOPEE /LAZADA to achieve target performance and revenue for company
- Monitoring the performance of 3PL fulfillment center & inventory management as well as stock forecast & planning for 6-12months storage
- To review/analyze each platform sales performance and always looking for improvement to increase sales promotion strategies

ECOMMERCE MANAGER

JJ SUPPLIERS SDN BHD

November 2020- March 2022

The company is a retailer, distributor and Wholesaler of Beer, Liquor, Wine, Drinks and Beverages. To manage JIOME.COM website and the ecommerce team of digital designer and outsourced vendors

- Oversee design & further website developments and enhancement of JIOME.COM
- To manage website and all online activity in relation to traffic acquisition, sales conversion, a/b testing and reporting
- Managing project staff, timelines, and budgets
- Develop and implement ecommerce strategy in order to improve website performance
- Work with developers to improve website speed
- Work with social media marketing vendors to manage social media ads optimization and monitor conversions
- Monitor Google analytics and Google Search Console Monitoring and interpreting digital analytics
- Generating and presenting digital marketing reports and analyses for feedback
- Research and do competitor market analysis in order to discover new trends

- Screen through content writers to hire luxury content writer to write on liquor, wine, champagne and sake series
 - A/B testing on website funnel to optimize for sales conversion
 - Meeting with the marketing and design teams to define advertising strategies and requirements
 - Conducting market research through techniques such as A/B testing to guide the marketing strategy
 - Developing and implementing digital advertising campaigns to increase brand awareness, website traffic, and sales
 - Reviewing and proofreading all digital content such as blogs, social media content, advertisements, and website copy
 - Ensuring the efficiency and optimization of the digital ecosystem through SEO, SEM, and SMO
 - Supervising and managing all digital activities including websites, e-commerce, and social media
 - Keeping abreast of the latest consumer and marketing trends and advancements in technology and website audits
- Work with vendors to do website Search Engine Optimization and payment gateway integration

BUSINESS DEVELOPMENT MANAGER

SCOTWELL EDISPLAY SDN BHD

March 2018- October 2020

Sales

- To generate sales for purchase of Digital LED, Industrial LCD Television and other digital signage solutions
- To collect payment and troubleshoot and supervise for any breakdown in content viewing at existing customer sites.
- To bridge communication between client and in-house technical staff to smoothen operations
- New Clients : AVENUE K, MCMC and service existing clients : BIG TREE OUTDOOR and contractors

BUSINESS PROGRAM MANAGER

MDEC SDN BHD

March 2015- December 2017

To manage project coordination and key account management within the INFOTECH cluster of MSC Status Companies providing support and assistance

MSC Malaysia Cloud Initiative

Program management, Event management & Project management

- To disperse out and market the MSCI grant and cloud initiative
- To engage and recruit cloud resellers like IBM, Microsoft Azure
- To manage and coordinate planning with event suppliers for Cloud Forum

- Develop and improvise Standard Operating Procedures within department and inter-departmental collaboration for better efficiency
- To manage training vendors, monitor program selection to approval, caterer selection, EDM Blast and analytics report, post program execution and assessment, venue and logistics preparation
- Preparation of weekly reports, monthly reports, annual reports and annual training plan to ensure effective implementation
- Support corresponding sections within Learning & Talent team in providing requirements for design and development of relevant curriculum objectives, evaluation strategy, and course outlines for corporate learning
- Preparing post assessment and feedback training report
- Crafts emails and email copy to blast out to MSC status companies PIC
- Blast EDM to database and partner with other inter department

DIGITAL PROJECT MANAGER

AGENDA SOLUTIONS SDN BHD (WPP GROUP) January 2012- February 2015

To manage project coordination with in-house art director, designers, web designers, programmers and technical manager to solve tech issues and complete project within stipulated datelines.

Vendor Management

- To source for vendors and ensure vendors are aware of the WPP group policies, processes, standards and guidelines
- Observe vendor's skills, performance and attitude to ensure high quality work and on time delivery to clients
- Identification and troubleshooting of vendor issues to issues resolution
- To source for outsource contractors and in-house contractors as needed by management

SEO & Content Project Management

- Manage several concurrent projects ensuring risks are minimized, project costs are clearly understood and changes to agreement are reflected in future engagement
- Perform feasibility studies with project team to be fully aware of customer requirements and communicate to customer if there are any implications
- Coordinate requirements gathering and review high level requirements of the new or existing system drafted by the project team
- Work with cross functional business teams (marketing & pre-sales) and others to define the problem and recommend solution
- Plan project resources, lead & develop project team (creative & technical teams)
- Supervise creative teams, web developers, graphic designers and database programmers directing them in the realization of business concepts by providing timely review of work and supervision of tasks with relevant parties to resolve conflicts and remove project barriers
- Project management and account lead in web management and optimization, social engagements and digital marketing initiatives for the key account whilst monitoring daily workflow and job requirements for each project/campaign.
- Spearheading projects that are purely CMS driven, both on retainer and ad-hoc accounts as a hybrid – account and project management

- Ensure that project scope, requirements, deliverables and acceptance criteria are clearly defined, documented and agreed with the client, and that a clear baseline is established for the project before the work starts
- Managing client's expectations and deliverables handling both the account/project management processes, budgets, timelines and weekly/month reports.
- Ensure proper project management documentation including minutes, status reporting and documentation of deliverables
- Upholding constant relationship management with clients, partner agencies and third party vendors whilst managing all project management processes, budgets, timelines and monthly reports

Project management and Key account management:

- TGV website revamp –www.tgv.com.my
- TGV website maintenance
- Toyota Amazing Trail of the Trail seekers 2012 Project Bootcamp
- TGV Facebook social calendar maintenance
- Talent Corp website maintenance
- Microsoft Windows 8 execution of Global Banner Deployment
- MSIG Insurance Facebook Application
- Toyota Lexus –www.lexus.com.my
- Revive Facebook Application

Reason for leaving: Looking for job opportunities to expand and enhance my skills in digital marketing industry

SEO EXECUTIVE/PROJECT MANAGER

SEO EXECUTIVE

RD& S SOLUTIONS SDN BHD

January 2010- April 2010

- To hire writers and setup a tracking system to monitor the content workflow for publishing/upload to www.carhiremarket.com
- To hire outsourced contractors from India, Philippines and various IT contractors to trouble shoot and complete SEO projects
- To manage 30 plus languages translations with translators at upwork.com and native speakers –www.carhiremarket.com

PROJECT MANAGER

RD& S SOLUTIONS SDN BHD

April 2010- December 2011

To manage project coordination with 30 contractors of writers, translation, web developers to solve tech issues and complete project within stipulated datelines

- To hire outsourced contractors from India, Philippines and various IT contractors to complete SEO projects

- To manage 30 language translations for website translation project – www.carhiremarket.com
- To liaise with Hamburg IT department for troubleshooting issues
- To manage internal department processes
- To deliver projects within project datelines
- To outsource for contractors to develop script and tools to assist in project implementation
- To liaise with SEO agencies/contractors to deliver SEO strategies

Achievements :

- To hire outsourced contractors from India, Philippines and various IT contractors to complete SEO projects
- To Coordinated 1000 travel articles with 30+ Article writers and proof readers
- Completed website translation project and coordination with 30+ translators
- Completed 65 blog domains for interlinking project
- Brainstorm for solutions to update database effectively

Reason for leaving: Looking for better career prospects in the digital marketing industry

SENIOR ACCOUNT EXECUTIVE

BIG TREE OUTDOOR SDN BHD

March 2008- Dec 2009

- To generates sales of new customers for Bill board advertising
- To present presentation to corporate clients for billboard advertising
- To execute due diligence in handling and negotiation
- To manage and collect client payments and coordinate with departments according to customer requirements with Media agencies
- To bring in new SMI/ SME accounts
- To service existing clients – TV8, HOT & FLY FM
- To do ad hoc follow ups and service for existing clients for Account Director

Reason: To seek a key account management and operation role to gain further experience in the digital advertising industry

MARKETING EXECUTIVE

MAICA CORPORATION SDN BHD

Oct 2003-Feb 2008

- To promote MAICA products to interior design contractors, architects and interior design consultants so that products are being specified

- To follow up with successful /short listed bidders consisting ID contractors and sub-contractors with quotations and product samples (mock-ups)
- To activate and follow-up on sales activities
- To monitor and project follow up with sales leads on the laminate usage/specification for exhibition events in the Klang Valley
- To assist Senior Marketing Executive in Lab division in providing quotation and customer servicing for existing lab specialists
- To ensure MAICA brand HPL is widely promoted and well –known to customers and trades
- To assist and support team leader in closing sales.
- To ensure prompt collection and account receivables are follow up
- To handle customer complaints professionally
- Prepare weekly and monthly reports, customer complaint report and reporting to the Assistant Marketing Manager
- To assist senior manager in customer relation management
- To carry out duties and assignments given by the management from time to time.

Other job function includes:

- Appointed as Food and beverage manager to organize and arrange monthly lunch gatherings with industry leaders and bosses in the interior design industry during special event, celebration and industry meetings.

Achievements

- Successfully launched and achieved a total sales of RM600K to date of total sales from HPL and Toilet cubicle system with initial sales breakthrough of RM600,000
- Contribute to the budget for 2005 sales projection by the successful launch of Toilet cubicle system and High pressure Laminates.

Reason for Leaving: For better prospect and acquire experience in new industry.

ACADEMIC QUALIFICATIONS

2016-Present Udey.com – Microsoft Excel 2013: Advanced Excel Online Course

**Udey.com - Web Scraping for Sales & Growth hackers
Google Analytics & Adwords Certification**

2001-2004 Charles Sturt University- Bachelor (Business) Degree - Major in Marketing & Finance

1999-2000 HELP INSTITUTE - Diploma in Business studies

1998-1999 HELP ADP Business Foundation

1994-1998 SPM - Grade 2

PMR - 3A, 4B

1987-1993 UPSR - 2 A 2B

EXTRA CURRICULAR ACTIVITIES

Outdoor Activities

- Malaysia Kendo association member
- Zumba
- Travelling
- Hiking Trip to Gunung Brinchang , Cameron Highlands , FRIM , Kepong and Bukit Kiara ,Bukit Tabur, Bukit Kutu Trail
- Pedaphiles Cycling Club

REFERENCES

Name: Christine
Designation: Manager
Company: OSIM (M) Sdn bhd
Contact Number : 0166210915

Name: Mico Chung
Designation: General manager
Company: Serrano Furniture
Contact Number : 0126660291