



ADAM
WONG SENG MENG

Personal Profile

A highly self-motivated, hardworking, adaptable person who works well with other people and has strong passion in communication. Constantly wanting to utilize personal abilities in order to add values to people around and organization.

Career Objective

To obtain an executive position in Business Development. Would like to develop a long-term career by growing and enhancing self-skills and knowledge while adding value to the organization.

Work Experience

Big Bad Wolf 2017, Event Crew

8 – 18 December 2017 (Project Basis)

- Assisted in promoting and giving suggestions to customers on buying books.
- Introduced and persuaded customers to purchase selected business books.
- Assisted in restocking books.

Prudential Assurance Malaysia, Financial Advisor

April 2016 – March 2017

- Promoted and advised clients to purchase right and suitable insurance plan.
- Attended roadshow to approach customers to purchase insurance.
- Delivered presentations/ sales pitch to prospective clients.
- Helped to recruit new agents for the insurance agency.

COOP IMC Agency, Project Manager

February 2017 - April 2017 (Project Basis)

- Created brand awareness for PORTMAN College by running an Integrated Marketing Communication campaign.
- Created strategies and generated sales revenue.
- **ACHIEVEMENT:**
 - Generated RM60,000 sales for PORTMAN College in 7 weeks during the campaign.
 - Group sales achieved RM220,000. Group KPI was (RM200,000).

SOCAR X Troopers Malaysia, Team Leader (Promoter)

16 – 24 January 2017 (Project Basis)

- Promoted and increased brand awareness of SOCAR MY (new car sharing app from Korea)
- Engaged with customers in public areas.
- Persuaded customers to download, register, and use the app.
- Supervised, monitored, and encouraged promoters to do better.

The Greens Subang West Roadshow, Promoter

December 2016 (Project Basis)

- Promoted and increased brand awareness of a new luxury condominium project, The Greens, Subang West.
- Engaged with customers in Paradigm Mall.
- Persuaded customers to leave their contact number, take picture, upload in Facebook and promote awareness of the project.

Professional Skills

- Proficiency in Microsoft Office:
 - Words: Intermediate
 - PowerPoint: Intermediate
 - Excel: Basic
- Basic skills using Adobe Software (Premiere Pro and Photoshop)
- Proficient in speaking multiple languages such as English, Mandarin, Malay and Cantonese.

References

Craig Ryan Goonting
Executive Director (M&E),
Troopers Malaysia
craig@troopers.com.my
(+60)16-2888542

Gym Chan
Head of Marketing,
PORTMAN College.
gym.chan@portman.edu.my
(+60)16-2773968

JL Lai
Business Development
Executive,
ATCEN Sdn Bhd.
jl.lai@atcen.com
(+60)10-3600976

Dickson Cheah
Marketing Executive,
Aeco Technologies (M) Sdn
Bhd.
dickson.cheah@aeco.com.my
(+60)16-9666047

**Jin Xuan DimSum ; Tong Chew Kitchen ;
ButterUp Caf é , Waiter**

September 2013 – April 2016

- Made sure customers were well served and satisfied.
- Recommended foods according to customers' preference.
- Promoted new products in menu.
- Persuaded passer-by to dine in the restaurant.

Education

**Diploma in Business Management,
PORTMAN College**

Year 2016 – Current (Completing in August)

Current CGPA: 2.84

- IT for Business - A+
- Achieving Results Through Teamwork - A+
- E-Commerce - A
- Business Mathematics - A
- Microeconomics - B+
- Principles of Management - B
- Principles of Marketing - B
- Business Communication - B
- Community Leadership - B

Sijil Pelajaran Malaysia

SMK Bandar Puchong Jaya (B)

Year 2011 – 2015

Grades: 1A, 1A-, 1B, 1C+, 2Cs, 3Ds, 1E)

(A: English ; A-: Pendidikan Moral, B: Sejarah)

General Certificate of Education: O-Level

English 1119 - Grade: 1A

Curriculum Activities

**Organizing Chairperson, Colours Of Hope 3.0,
Leo Club of PORTMAN College Metro (O)**

- Led a team of 98 Leo members from different Leo Clubs and organized a public charity run in Subang Jaya.
- **Achievements:**
 - 220 participants attended.
 - Awarded Outstanding Leo Member for Fiscal Year 2016 – 2017.

**Emcee, Financial Education Convention 2017 ;
Get Rich 2018, PORTMAN College**

- Hosted Business and Investment event.
- Introduced speakers, audience engagement, and encouraged booth visitation.