



Boey Poh Yue

PERSONAL PROFILE & CAREER OBJECTIVE

Seeking an Event Planner position in a large event management company. Aim to use creative skills and ability in planning to manage all types of events for corporate and individuals will growing with the organization.

EDUCATION & QUALIFICATION

Sijil Pelajaran Malaysia

SMK Rawang

- Bahasa Cina B+
- Pendidikan Moral B
- Mathematic B
- Others

Diploma in Business Management

PORTMAN College

CGPA 2.48

- Business Communication B+
- Community Leadership B
- E-Commerce B+
- Others

WORK EXPERIENCES

World Chinese Basketball Invitational Tournament, MIECC 16th - 19th 2017

- Event Crew
- Achieved RM80,000 sales within the 4 days event
- Interacted with foreign customers

Brand ambassador, Nestlé Bliss Yogurt 15th Apr - 14th May 2017 (Every Weekend)

- Promoter
- Top sales from April to May
- Promoted and increase brand awareness of the new flavour product
- Provided valuable opinion to enhance the sales

Roadshow, Nestlé Maggi 8th - 9th Apr 2017

- Event Crew
- Interacted with customers and introduce the brand product to them
- Provided useful solutions to overcome low crowd problem

Event Roving Team, Dutch Lady 3rd – 4th Dec 2016

- Event Crew
- Acted as primary point of contact for people who were attending events and provided services for the gathering
- Strategically ensure the event run smoothly

PROJECTS

PORTMAN SPORTS CLUB

- Head of Events & Operations 2017-2018
- General responsibility for coordinating the activities of the Sports Club

PORTMAN Magical Concert with Lucas Yeo

6th Jun - 21st Jul 2017 (Pre event - event day)

- Project Leader for PORTMAN Magical Concert with Lucas Yeo
- Managed 28 members of the event
- Ensure the event run smoothly and managed the budget

PORTMAN Grab & Go

6th Jun - 13th Jul 2017 (Pre event - event day)

- Project Leader
- The concept is to give 60 seconds to the participants to let them grab the things as much as they can in the certain area of Townhall
- Ensure the event run smoothly and managed the budget
- Ticket selling and promote the event through Integrated marketing communications strategy
- Get monetary and non-monetary sponsorship to support the event
- Made attractive arrangements for decorations, lightning, beverage stalls and sound systems

Korean Nite Live

11 Aug - 25th Aug 2016 (Pre event - event day)

- Person-in-charge
- A Korean style event
- Get Korean style performances, food and beverage
- Making attractive arrangements for stage, decorations, lightning, food and beverage stalls, video and sound systems

PORTMAN Chess Tournament 2016 26th Oct - 17th Nov 2016 (Pre event - event day)

- Person-in-charge
- 3 type of chess in the events which is Chess, Chinese Chess and black & white Chess.

ADDITIONAL SKILLS

Languages :

- English
- Mandarin
- Malay
- Cantonese

Software Skill :

- Microsoft Office -
 - PowerPoint - Intermediate
 - Words - Intermediate
 - Excel - Intermediate
- Publisher - Basis
- Adobe Software -
 - Premiere Pro - Basic
 - Photoshop - Basic

HOBBIES

- Tabata Training
- Jogging
- Badminton