



LAI SOOK CHIN

PERSONAL PROFILE AND CAREER OBJECTIVE

A hardworking, determined and self-challenges final-year student from PORTMAN College. A person who are willing to learn new things and growth with company's organization. Seeking for a full-time Social Media Marketing Executive.

WORK EXPERIENCES

EVENT CREW (SETIA ECO TEMPLER'S EVENT)

GORIRA CREATIVE SDN. BHD. | PROJECT BASIS

- Assisted in executing the operation of the event and providing service to customers.
- Generated and documented data to ensure it will generate the future marketing businesses.

SALES AND MARKETING EXECUTIVE

MarkeThink AGENCY | PROJECT BASIS

- Created brand awareness for PORTMAN College by running an Integrated Marketing Communications campaign.
- Generate sales through online digital and social media platforms.

Achievement

- Generated RM40,000 sales for PORTMAN College in 6 weeks during the campaign.

SALES PROMOTER (SMARTPHONE INDUSTRY)

YEONG HAN TRADING | NOV 2013 - MAR 2016

- Promoted company's range of products.
- Provided customer service and achieve sales target.
- Focus on assisted customers in selecting the products.

EDUCATIONAL BACKGROUND

DIPLOMA IN BUSINESS MANAGEMENT

PORTMAN COLLEGE | APRIL 2016 - COMPLETING IN 2018

GPA - 3.00

CGPA - 2.75

SIJIL PELAJARAN MENEGAH (SPM)

SMK RAWANG | 2011 - 2015

4C+ and 4D

CURRICULUM ACTIVITIES

Emcee

- Introduced speaker.
- Audience engagement.
- Control time management of the event.
- Hosted few events before such as Industry Talk Thursday (ITT) and PORTMAN February Intake Orientation 2018.

Manager and DJ of PFM

- PFM is a student-led online radio station, which hosts in English and Chinese language running on live broadcast and pre-recorded programs.
- Lead the team to build self-confidence.
- Train the team as future Disc Jockeys or newscasters.
- To ensure the team is aligned with the objective of PFM.
- Have an interview session with Tan Sri Dr. Lim Wee Chai, which is the chairman and founder of Top Glove Group of Companies.

ADDITIONAL SKILLS

- Trilingual languages such as English, Malay, Chinese, Cantonese and Hokkien.
- Proficiency in Microsoft Words, Microsoft PowerPoint and Microsoft Excel.
- Proficiency in Movie Maker.
- Digital Photography.

INTERESTS

Hobby

- Photography
- Video editing
- Travelling
- Watch drama

REFERENCES

Yeong Han Trading (Nov 2013 - Mar 2016)

- Name: Mr. Eric Koo
- Position: Manager of Yeong Han Trading
- Contact Number: 016-220 5223

Advisor of PFM (2016 - 2018)

- Name: Ms. Ivy Loh Ying Hu
- Position: Head of PR & Group Marketing Communications of PORTMAN College
- Contact Number: 012-695 5302