



Stepheny Tan Sin Yee

PROFILE SUMMARY/ CAREER OBJECTIVE

Currently studying final year for Diploma in Business Management at PORTMAN College. Seeking for a full-time position as a sales and marketing executive. Wish to impact knowledge and skills for continuous self-improvement as a long-term career goal.

WORK EXPERIENCES

1. Salesperson (Project Basis)

KEMAMAN FAT BOY | Jan 2018 - Feb 2018

- Achievements:
 - (a) Generated RM9,616 sales revenue
 - (b) Top 7 out of 23 salesperson
- Approached potential customers with the aim of winning new business
- Maintained good relationships with existing clients, gaining repeat business

2. Marketing & Administrative Executive (Project Basis)

SMARTPRO Vision Technology |
December 2017 - January 2018

- Achievements:
 - (a) Generated RM2,003 sales revenue
 - (b) Increased nearly 700 likes for Facebook page.
- Raised brand awareness by performing advertising on Facebook and WeChat, telemarketing and etc.
- Stock checking, data entry, bookkeeping, communications and secretarial services

3. Marketing Assistant

PORTMAN Academy | June 2017 - August 2017

- Achievement: Generated RM40,000 sales for PORTMAN Academy
- Raised brand awareness for PORTMAN Academy
- Approached students and parents in schools and performed telemarketing to follow up
- Supported the work of marketing manager and executive on projects directed at maximising company profits
- Assisted in sales strategies and marketing campaigns

4. Sales & Marketing Executive

SDU IMC Agency | February 2017 - April 2017

- Achievement: Generated RM40,000 sales for PORTMAN College in 7 weeks Integrated Marketing
- Raised brand awareness for PORTMAN College
- Communicated with potential customers and converted them into actual sales
- Performed Advertising, PR & Events, Direct Marketing and Sales
- Created strategies and promotions

ADDITIONAL SKILLS

- Intermediate in Microsoft Office (Words, Excel, PowerPoint)
- Elementary in Adobe Illustrator
- Elementary in Adobe Photoshop
- Elementary in Adobe Premiere Pro
- Fluent in Mandarin, English & Malay
- Intermediate in Cantonese

REFERENCE

1. Liew Chong Boon
 - Founder of SMARTPRO Vision Technology
 - 017-3605815
2. Calvin Wong
 - Principal of Calvin Wong Professional Home Tuition
 - 012-3001699

5. Marketing Leader (Project Basis)

Melman Marketing Agency |
August 2016 - November 2016

- Achievements:
 - (a) Generated RM1,500 sales revenue from selling mineral water within 1 week
 - (b) Champion of the marketing challenge
- Team leader of Melman Marketing Agency
- Sold mineral water, increased Facebook page's likes, re-branded shirts, created advertising video, and fundraised for a disabled organization

EDUCATION

1. Diploma in Business Management

PORTMAN College
Last Semester : August 2018
Current CGPA : 3.33
- A's: Principle of Marketing, Business Communication, E-Commerce, Business Mathematics and etc.
- B's: Integrated Marketing Communication, IT for Business, Community Leadership and etc.
- Others

2. Sijil Pelajaran Malaysia

SMK (P) Assunta, Petaling Jaya
2014-2015
Grade : 8A's, 1B's
- A's: Mathematics, Additional Mathematics, Biology, Chemistry, Physics, History, English, Moral
- B's: Malay

INTEREST

1. Hobby

- Dancing, Singing and Acting

2. Emcee

PORTMAN College | 2016-2017

- Emcee for Korean Nite Live, Bombastic Cinema Experience and Orientation 2017
- Monitored the agenda effectively so that the events go smoothly
- Controlled crowd and kept the audiences engaged