

CHONG SUI HOU



Personal Summary and career objective

A final year graduate looking for a full-time marketing executive position. Excellent admin skills through knowledge of Microsoft Office programs. Proven academic results and work skills. Essential career goal is to become a fully qualified and experienced marketing executive.

Education

PORTMAN College
Diploma in Business Management
CGPA 2.41

SMK Taman Seraya
Sijil Pelajaran Malaysia

Working experience and related experience

1. Candy Wonderland
Marketing Manager July 2016
-The event was part of the event management subject. My responsibilities were to prepare event proposal and sponsorships letters.
2. PORTMAN Education Fundraising Dinner 2016
Sales force team May 2016
-The event was under the community leadership subject. My responsibility was to invite participants to join the event.
3. Strategic Management
Direct Marketing Manager April 2016
-The project was under strategic management subject. My responsibilities were to communicate with the potential students through social media and create brand awareness.

4. TOUCH IMC Agency

April 2016

-Executed an Integrated Marketing Communication plan for Film and TV Academy.

The objective of the task was to build brand awareness and recruit 5 students for the project. My responsibilities were doing direct marketing for finding potential students.

5. One IMC Agency

February 2016

- Executed an Integrated Marketing Communication plan for PORTMAN College. The objective of the task was to create brand awareness and recruit 16 students. We achieved our KPI by recruiting 16 new students. My responsibilities were thinking new sales promotion and finding potential students through telemarketing.

6. Unbelievable Cinema Experience

September 2015

Advertising and Promotion Team

-The event was under Malaysian Studies subject. My responsibilities were to promote the short film "9" to the outsiders and advertise for the film.

7. Fantastic Cinema Experience

Casting Director

September 2015

- The event was under Malaysian Cinema subject. My responsibility was to select the suitable actors and actresses for the short film "Lanie's Six Sense".

8. Yen Interior Decoration, Cheras

Part Time Crew

2014-2015

- To install basic floor materials such as vinyl flooring, carpet flooring.
- To communicate with the clients and meet customers need.

Additional Skills

-Microsoft Office (Microsoft Office, Excel, PowerPoint)

- Fluent in 6 languages (Mandarin, English, Malay, Cantonese, Hokkien, Hakka)

Reference

1. Yen Interior Decoration

Person in Charge: Chong Meow Yen

Position: Owner of the company

Contact number: 012-3360463

2. PORTMAN College

Marketing of PORTMAN College: Ms Yasota

Position: Assistant Education Counselor

Contact Number: 03-89413733

Email: Yasota@portman.edu.my