



LIM HAN JIE

Marketing Executive

Passionate about the dynamic world of marketing, I am deeply intrigued by the power of strategic communication and brand storytelling. Eager to further hone my skills and make impactful contributions in the field, I am actively seeking new opportunities to leverage my creativity and expertise in marketing.

Contact



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Subang Jaya, Selangor

Education

Foundation in Business & Information Technology

INTI International University & Colleges
2019-2020

Bachelor of Arts (Honours) Marketing (3+0)

INTI International University & Colleges
Grade: Upper Second Class
2020-2023

Skills

Problem Solving

Fast Learner

Teamwork

Digital Marketing

Critical thinking

Communication

Experience



Marketing Executive

Wah Kong Corporation

Nov 2023 - Present

- Handle social media platforms to enhance brand visibility and recognition
- Develop a comprehensive promotional strategy for both online and retail outlets.
- Monitor and analyze the performance of marketing campaigns to assess effectiveness



Sales Assistant

Adidas Original, Genting

Dec 2018 - Mar 2019

- Assisted customers with product selection, resulting increase in sales
- Ensuring high levels of customer satisfaction through excellent sales service

Projects at University



Web Analytics and Social Media Monitoring

- Assist employers in creating and publishing six TikTok videos over a six-week period.
- Monitor the insight and interpret the result of posting



Employer project

- Develop an unboxing video showcasing the new product
- Conduct a competitive analysis for upcoming product launches.
- Generate innovative concepts for the launch of a new product



Content Management Plan for Instagram

- Assist the restaurant in enhancing brand recognition and increasing sales by leveraging their Instagram page to publish compelling and engaging content.

Language

Mandarin

English

Malay