

Operations and marketing professional who also writes: four years spanning financial reporting automation, KPI dashboards, and stakeholder communications, backed by hands-on copywriting for e-commerce and B2B brands. Turns messy data and scattered updates into structured systems, and blank pages into copy people actually read — equally comfortable behind a spreadsheet, a campaign brief, or a script.

COPYWRITING CREDITS

Bylined articles for Ajinomoto Malaysia and Vono Malaysia company blogs (Food Biz Partner). Branded video scripts for Great Eastern's "Not Just An Agent" series, written for English, Mandarin, and Malay voiceover. Ongoing social and digital marketing copy for e-commerce clients at Seeds Marketing across Shopify, Lazada, and Shopee.

PROFESSIONAL EXPERIENCE

Personal Assistant, Operations & Executive Support Feb - Jun 2026

- NW Group Corporate Advisory · On-site OPERATIONS
- Kept a senior executive consultant ahead of every deadline, tracking concurrent project timelines, outstanding tasks, and stakeholder follow-ups across active workstreams.
 - Turned scattered updates into structured summaries the executive could scan for status and priorities in seconds, not meetings.
 - Built and maintained Google Workspace documentation — project records, research, meeting notes, presentation materials — keeping client-facing and internal work consistent.
 - Converted market and business research into concise, presentation-ready materials for senior management review, and managed calendars, meetings, and minutes to keep follow-through on track.

Operations Analyst (Contract) Aug - Nov 2025

- Distinct Media · Remote OPERATIONS
- Automated recurring financial reporting with Google Sheets scripting and custom Python tools, replacing manual data handling with structured, repeatable workflows.
 - Built standardized weekly and monthly reporting formats that gave stakeholders one consistent view of financial and operational performance.
 - Audited existing reporting processes to flag manual bottlenecks, then streamlined them through scripting and structured data-processing methods.
 - Validated and reconciled operational and financial datasets across multiple source systems, catching inconsistencies before they could affect a report or a decision.

SKILLS & TOOLS

OPERATIONS & REPORTING

Process automation, financial & KPI reporting, data validation & reconciliation, workflow documentation, Google Sheets (Apps Script), Python, Excel

MARKETING & COORDINATION

Campaign coordination, B2B lead generation, client & KOL coordination, sponsorship proposals, event & exhibition marketing, campaign reporting, Meta Ads, TikTok for Business

COPYWRITING & CONTENT

Blog & article writing, video scriptwriting, social & digital marketing copy, brand-adaptive tone & messaging, presentation design

TOOLS

Apollo.io, Mailchimp, SurveyMonkey, WhatsApp Business, Meta Ads, TikTok for Business, Adobe Premiere Pro, CapCut, Canva, Claude, ChatGPT Pro/Business

LANGUAGES

English (Fluent), Mandarin (Proficient)

EDUCATION

MA, International Business Management

Heriot-Watt University Malaysia · 2021–2025 · GPA 3.5
Human Resources Officer, University Philanthropy Club

Oxburgh International School

IGCSE · 4 A*, 4 A, 1 B

Account Strategist

Jul – Aug 2025

Next Level Media MARKETING

- Owned day-to-day operations for assigned client accounts, tracking campaign activity, deliverables, and deadlines to keep every project moving.
- Served as the central point of contact between clients, KOLs, and internal teams, keeping deliverables and expectations aligned across every party.
- Tracked account status in real time, surfacing issues early enough for clients and internal teams to act on them.
- Summarized campaign progress and next actions for stakeholders, keeping execution aligned from kickoff to delivery.

Marketing Strategist

Oct 2024 – Apr 2025

BeStemReady MARKETING

- Developed and promoted social media content for robotics competitions, translating event details and milestones into clear audience-facing messages.
- Created and presented sponsorship proposals on-site, contributing to partner engagement and company event-funding efforts.
- Coordinated stakeholder follow-up and marketing deliverables, helping event communications stay aligned with delivery timelines.

Marketing Intern

May – Aug 2024

ITG Malaysia · On-site MARKETING

- Mined market research and Apollo-based lead-generation data to surface trends and unlock process improvements.
- Delivered campaign performance reports tailored in depth and language to each stakeholder audience, from analysts to executives.
- Maintained campaign databases and converted activity information into clear management reports, improving visibility into prospect and campaign progress.
- Produced content and communication materials for exhibitions, events, and marketing initiatives supporting planned campaign activity.

Freelance Marketing Officer

Dec 2021 – Apr 2024

Seeds Marketing MARKETING COPYWRITING

- Wrote social media captions, blogs, and articles for client campaigns, with work published by Ajinomoto Malaysia and Vono Malaysia.
- Adapted content structure, tone, and messaging so each asset matched the client brief, target audience, and publishing format.
- Ran recurring e-commerce operations across Shopify, Lazada, and Shopee, keeping product and platform information accurate and consistent across every channel.
- Kept client storefronts running smoothly — handling routine platform maintenance, data entry, and administrative upkeep — and resolved customer-support issues as they came up.

Administration Staff

May – Aug 2023

Midor Interior · On-site OPERATIONS

- Prepared tender documentation and data entry, keeping records accurate and audit-ready for commercial use.
- Maintained company accounts, filing systems, and sales documentation, supporting fast, reliable retrieval across teams.
- Delivered flexible day-to-day administrative support, from document delivery to ad hoc operational requests, and shadowed the sales team to assist with documentation.

TRAINING RECEIVED

- Administration with AI
- Leadership in Management
- Human Resources in Corporate Background

SELECTED WORK

Ajinomoto Food Biz Partner — bylined blog series on menu planning, licensing, and F&B marketing for Malaysian business owners.

Great Eastern, "Not Just An Agent" — branded video scripts for individual insurance agents, written for English, Mandarin, and Malay voiceover.

aminoVITAL (Ajinomoto) — 10-KOL influencer campaign with tracked promo codes, plus monthly content calendars.

Vono Malaysia — multi-month social content calendars spanning contests, sale pushes, and always-on content.

CIPTRIX — sponsorship prospectus for an AI-education conference, covering exhibitor packages and partner outreach.