

Contact

www.linkedin.com/in/stevewee
(LinkedIn)
www.dmaconnection.com
(Company)
www.brandyourself.asia
(Company)

Top Skills

Online Advertising
Digital Marketing
Social Media Marketing

Steve Wee

Global Networker
Kuala Lumpur

Summary

HIGH FLYER ASIA The Asia's Leading Community for CEOs & Founders Looking to Grow Globally
(offering personalised connectivity, customised business tour and unparalleled access to global networking events and experiences.)

< Services >

The mission of our devoted team of global networker is to enhance our members connectivity to the rest of Asia countries and sparks unlimited opportunities and possibilities.

———— See if you qualify ————

The Luxury of Time

In today's business world, time has become one of our greatest luxuries. At the heart of our mission is the devotion to give our members back the time, so they can enjoy more opportunities to expand globally. Our team will secure qualified entrepreneurs in each countries to network with you so your time will be well spent. We also tackle and take the stress out of the networking trip, from sourcing the right hotel, trustworthy transportation, highly recommend places to go, best flight and also research the much needed information about the country for you.

Trusted Relationship

Trust is the most important commodities in the business world. As the voice for you, our team will be building relationship with the qualified local entrepreneurs before transferring the meaningful trust to you. As building relationships take times, our team are more than happy to do that on behalf of you as we love what we are doing and we are damn good at it.

Unlimited Possibilities

Our desire is to turn each of our members' meetings into a reality. As our members start exploring other countries opportunities with us, they will slowly discover the world is just on their fingertips and the possibilities are abundant. Our team will cater every networking event carefully, so you will start having abundance in any of the 17 countries that we are in.

Experience

High Flyer Asia

PRINCE OF NETWORKING

March 2019 - Present (2 years 10 months)

Kuala Lumpur, Malaysia

Our dedicated team of global networkers are on hand 24/7/365 to enhance and manage every aspect of our members' global opportunities. From planning the perfect networking event or members selection process, to customised business tours, sourcing for the right venue, finding the best cuisine to enhance the event and ensuring your journey to other countries is seamlessly, we make the impossible possible.

Brand Yourself Agency

Personal Branding Strategist

June 2011 - Present (10 years 7 months)

Singapore, Malaysia

Brand Yourself is a full service Personal Branding agency focused on delivering branding strategies for individuals who are looking to stand out and achieve career and business success. Our specialties include (1) Branding (2) Events (4) Awards (5) Investors.

We have helped many individuals and corporations gain an unfair advantage over others by using the power of personal branding to win more hearts, gain more trust and earn more money! We have also organised several events under our wings including the Boss Rescue Conference, People's Choice Award, Gentlemen's Conference, Charisma Ball and Personal Branding Conference. Our People's Choice award aims to recognize outstanding personalities for their significant breakthrough and extraordinary achievements in their areas of expertise.

That aside, we offer mentorship and proper funding opportunities for ideas through our ever ready pool of investors.

DMA Connection Pte. Ltd

Founder

October 2009 - Present (12 years 3 months)

Singapore | Malaysia

DMA Connection is a fully integrated PR, Marketing and Digital agency that leverages on our own pool of creative talents and the power of technology to help our clients drive a strategic communication and marketing program that leaves a mark on their target audience.

Our services includes,

Public Relations

- PR Strategy Formulation
- PR Concepts
- Media Kits
- Media Relations
- Media Monitoring

Marketing

- Branding
- Telemarketing
- Advertising
- Concept Development
- Generation of Promotional Ideas

Digital Marketing

- Content Marketing
- Search Marketing
- Online PR
- Social Media Marketing

DMA Connection

Integrated Marketing Director

January 2009 - Present (13 years)

Responsible for conceptualizing, defining and launching Digital Marketing program focusing on, but not limited to, banner ads, micro sites, social media activities, mobile application and Facebook applications

Good understanding of the project life cycle from scoping, design, development, testing and support

Experienced in project cost estimation, budget management, issue management, risk assessment and mitigation, resourcing and reporting

Develop strategies and plans to expand the Digital Marketing communication channel

Possess an acute understanding of market trends, competitor analysis and the future technologies and commercially capable of synthesizing this market information into clear and effective business strategies. Official digital consultant in terms of building Information Architecture, methodology, user experience, digital strategy, digital marketing and etc

Managed digital marketing campaigns, created project documentation, project plans, production schedules and regular status reports

Exposure to analytic tools, online media ad-spend and/or social media management activities

Work with web developers, digital partners, design and technology team in order to build and cater to clients' projects in regards with Digital Strategy, Online Marketing, Web Management and Web applications

Work with clients like BBQWholesale, RISIS, AZIMUTH Watch, Nescafe, Johnnie Walker and etc

Singapore Airlines

Flight Attendant

June 2002 - August 2009 (7 years 3 months)

Provided professional hospitality services.

Executed effective solutions to situations within minimum resources.

Manifested excellent handler competency under pressing circumstances through the good use of communication and interaction skills.

Demonstrated persuasive skills and adaptability along with strong knowledge of food and beverages.

Education

National University of Singapore

Bachelor, Computer Science · (1998 - 2001)