

Contact

www.linkedin.com/in/88bryan
(LinkedIn)

Top Skills

Communication
Team Leadership
Multitasking

Bryan Foong

Digital Marketing Specialist in Wagogo Innovative | SEO |
Kuala Lumpur

Summary

Passionate about digital marketing, hungry for more knowledge and result driven.

Experience

Wagogo Innovative Sdn Bhd

Digital Marketing Specialist

August 2020 - Present (1 year 5 months)

Bukit Jalil, Federal Territory of Kuala Lumpur, Malaysia

- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Develop and implement link building strategy
- Lead digital marketing campaigns that achieve client's business goals (conversion-focused paid acquisition) to execution at the highest quality.
- Conduct competitive analysis and in-depth market research in order to identify opportunities in the market.
- Creation of digital and social media reports to track KPIs and help identify key areas of improvement to maximize campaign success.
- Working to deadlines and budgets and liaise/collaborate with external marketing specialists and agencies.

A Job Thing

1 year 2 months

Marketing Team Lead

June 2019 - April 2020 (11 months)

Bangsar South, The Horizon

- Ensure all paid marketing campaigns are running on track
- Find potential candidates to fill open positions for client
- Align team members to work towards the company direction
- Liaise with other companies/universities for collaboration

Digital Marketing Executive

March 2019 - May 2019 (3 months)

Bangsar South, The Horizon

- Creating and monitoring Facebook Ads performance
- Utilizing social media platforms to get job seekers
- Screening potential candidates to recommend to clients

Nestlé

Brand Ambassador

August 2016 - January 2019 (2 years 6 months)

- Generate sales by promoting coffee machines & capsules
- Demonstrate to potential customers how to use the machine
- Ensure everything run smoothly during roadshows
- Stock keeping

U Mobile

Roving Team Lead

April 2016 - August 2016 (5 months)

Kuala Lumpur, Malaysia

- Generate sales by promoting prepaid cards & reloads
- Align team to hit daily target
- Achieved top 2 team in sales in KL & Selangor area

Education

Tunku Abdul Rahman University College

High School Diploma, Marketing