



MIN HUI CHIN

Last year marketing student

As a diligent and enthusiastic third-year marketing student, I am eager to explore opportunities related to marketing and sales to leverage my academic foundation.

CONTACT

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📍 Waverley rd, Malvern east

EXPERTISE

- Able to speak 4 languages (English, Chinese, Malay, Cantonese)
- Strong communication
- Creative thinking
- Problem-solving
- Canva
- Adaptability
- SWOT analysis
- Social media marketing
- Market research

EDUCATION

Monash University 2021-current

Bachelor of Business

- Major in Marketing
- Minor in Finance

WORK EXPERIENCE

Founder of Accessories online shop

Lamorne, Online | July 2021

- Conceptualised and developed the business plan
- Developed and executed a comprehensive digital marketing strategy, leveraging social media
- Prioritised exceptional customer service, promptly addressing inquiries, concerns, and feedback to build trust and loyalty.

Brand Promoter

Atome, Malaysia | Nov 2022- Feb2023

- Effectively represented and promoted the brand's values, products, and messaging at various events and locations
- Engaged with potential customers to create awareness

Sales Promoter

Jiaomama, Malaysia | Dec 2020-Feb 2021

- Successfully promoted and demonstrated products to customers
- Maintained a deep understanding of product specifications and pricing details
- Met and exceeded sales targets consistently

MARKETING PROJECT

1.Content creation for Huggies

- Create a concept of empowering women through positive reinforcement in diaper packaging
- Won the title of the best presenter groups
- Learnt to convey the important message through marketing channel

2.Marketing proposal-BUY4U

- Create a digital marketing business plan with SOSTAC theory
- Learnt to analyse social media analytics and take action to achieve the business goal
- Understood the need to align marketing goals with overall business objectives