



# CHIN MIN HUI

## DIGITAL MARKETING

### CONTACT



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Kuala Lumpur, Malaysia

### EDUCATION

#### Monash University

Bachelor of Business and Commerce  
(Marketing Major)

2021- 2023

WAM72.88

### SKILLS

#### Digital Marketing

Social Media Marketing  
Search Engine Optimisation  
Online Advertising Tools  
Content Marketing  
Email Marketing

#### Design

Canva  
Video Editing

#### Documentation

Excel  
Words

### LANGUAGES

English  
Mandarin  
Malay  
Cantonese  
Hakka

### ABOUT ME

I am a marketing fresh graduate from Monash University with a bachelor's degree in Business. I am keen on learning new things especially when it comes to content creation.

I am eager to explore opportunities related to marketing and sales to leverage my academic foundation.

### WORK EXPERIENCE

#### Front Staff at Ped's Kafe, Australia I

2023 - 2024

- Managed various administrative tasks at the same time
- Assisted with inventory management, including monitoring stock levels and replenishing supplies as needed

#### Brand Promoter at Fourth Dimension, Malaysia | 2021 - 2022

- Interacted with customers in a friendly and approachable manner to convey brand messaging
- Exceeded sales targets through effective communication of product value propositions

#### Ecommerce Entrepreneur | 2021

- Utilised social media analytics tools to analyse traffic, consumer behaviour
- Promoted on several social media platforms: Instagram, Little Red Book
- Creating and scheduling social media posts to promote products, and special offers.

### PROJECTS

#### Content Creation for Huggies

**What-** To change the customer perception towards Huggies

**How-** Created a concept centered on empowering women through positive reinforcement in diaper packaging

#### Company Digital Pitch

**What-** To improve the digital platforms of the selected company

**How-** Analysed the current digital problem of the company by using pestle analysis, provided recommendation such as influencer marketing, and SEO, created an action plan with budget