

Choong Kei Foong (William)

Legal and Compliance Associate | Client Advisory Specialist | Aspiring Aftermarket Sales Professional

Johor Bahru, Johor | Rawang, Selangor

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WILLIAM.CHOONG_@OUTLOOK.COM

CORE COMPETENCIES

Client support and stakeholder communication | Policy interpretation and problem solving | Data accuracy and administrative compliance | Team collaboration and Escalation handling | Microsoft Office and CRM platforms | Legal Research and Drafting | Case Assessment and Client Interviewing | Practical exposure to forklift maintenance and troubleshooting

PROFESSIONAL EXPERIENCE

Citizens Advice Gateshead, UK – *Support Adviser (Promoted from Welfare Benefits Adviser)*

October 2022 – June 2024

- Provided welfare rights advice including Pension Credit, PIP, and Universal Credit, preparing case submissions with legal accuracy and delivered measurable client outcomes including a successful income maximisation case securing £10,140 annual benefit for a household (translatable to upselling aftermarket solution)
- Awarded Value Rock the System Award 2023 for outstanding advisory performance.
- Oversaw trainee advisers and provided knowledge support to ensure service compliance with national welfare guidance.
- Maintained GDPR-compliant client records and collaborated with safeguarding partners.

Newcastle Citizens Advice, UK – *Student Adviser*

May 2021 – May 2022

- Supported walk-in enquiries with preliminary legal rights guidance and issue triaging
- Assisted with case documentation and escalation to senior advisers.

EP Equipments Sdn. Bhd. Johor Bahru – *Part-time Learning Assistance*

September 2024 – Present

- Assisted with basic maintenance and troubleshooting of forklifts, gaining practical insight into mechanical system and equipment functionality.
- Supported workshop operations, enhancing problem-solving and technical skills in hands-on environment.

Eu Yan Sang Taman Mount Austin, Johor Bahru – *Part-time Retail Assistance*

December 2018 – February 2019

- Supported business operations and customer service in a fast-paced environment, assisting with product recommendations to drive satisfaction and repeat business.

EDUCATION

LL.B (Hons) Bachelor of Law, Second Class Upper Division –
Northumbria University, Newcastle upon Tyne, United Kingdom

September 2021 – May 2022

LL.B Programme (First Two Years) – *INTI International University, Nilai, Malaysia.*

June 2019 – September 2021

Co-curricular Highlights:

- Law Rivista Editorial Contributor (INTI)
- Student Advisor (Newcastle Citizens Advice)

CERTIFICATIONS AND TRAINING

- Data Protection Training for Local Citizens Advice Staff and Volunteers, Citizens Advice Learning, January 2023
- CPD Certification Service: Prisoners and Welfare Benefits (An Introduction), March 2024
- Safeguarding Awareness and Vulnerability Response Training

AWARDS

Value Rock the System Award 2023 (Citizens Advice Gateshead)

First Place, Traditional Music & Dance Competition (Angklung Performance), INTI International University, 6 November 2019.

- Team award recognising cultural performance excellence and collaborative coordination.

Certificate of Participation, University of Essex Public Speaking Competition, representing INTI International University, 16 October 2019.

LANGUAGES

Mandarin, Cantonese: Native

English, Malay: Fluent

Japanese: Beginner.

REFERENCE

Professional reference available upon request.

Full contact details will be provided upon candidate shortlisting.