

**Marcus Lee**

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Location: Petaling Jaya, Malaysia

## **Professional Summary**

Enthusiastic Marketing Executive with 1 year of experience assisting in social media content creation, brand engagement, and basic campaign operations. Skilled in copywriting and Canva design, with strong interest in expanding into digital advertising and analytics.

## **Core Skills**

Social Media Posting (Facebook, Instagram), Copywriting & Content Ideation, Canva & Basic Graphic Editing, Basic Video Editing (CapCut), Customer Engagement, Team Coordination

## **Experience**

### **Marketing Assistant – GreenLeaf Living (2023–Present)**

Prepared social media posts and promotional captions for FB/IG.

Assisted in planning monthly content calendars.

Designed simple creatives using Canva.

Responded to customer inquiries and page comments.

### **Sales Promoter – GadgetZone (2021–2023)**

Assisted customers with product inquiries and simple demos.

Promoted bundle deals during festive campaigns.

## **Education**

Diploma in Business – SEGi College (2021)

## **Certifications**

Canva Design Fundamentals

Basic Digital Marketing Workshop (Shopee Uni)