

HONG RI WEE (RAY)

PROFILE

Well educated in a top business institution, experienced in various marketing fields (advertising & media, retail and e-commerce), seeking a marketing position. Well-developed skills in analytic research and detailed reporting writing for companies (university assessments) such as Omega and Lipton. Took initiative and searched for various methods for continuous improvement for companies that I have worked for. I am currently working on a project dubbed Street2Bay which focuses on creating awareness of the negative impacts of microplastics and our eco-system.

EXPERIENCE

FREELANCE MARKETER

Street2Bay Project | Aug 2018 - Present

- Spearheaded the project and worked across various local communities and Scouts Australia.

E-COMMERCE/MARKETING ASSISTANT

Opticscentral | April 2018 - June 2018

- Developed new profit margins and executed intensive analysis.
- Administered to the significant improvement of CRM platforms which saw an increased amount response of enquiries and purchases in the span of 3 months.

MARKETING INTERN

Process Advertising Pte Ltd | Apr 2014 - Feb 2015 & Nov 2015 - Feb 2016

- Oversaw the scheduling of various departments & client meetings.
- Participated in meetings and assisted in projects together with clients; Nestle, Hitachi, Shell, Carlsberg.
- Responsible for the search of new clients, designing & following up on projects, monitoring progress and ultimately reporting to the marketing manager.
- Worked across all departments to ensure smooth flow of sequences.

SKILLS

BRESEARCH & ANALYTICAL SKILLS

Created In-depth marketing research & proposal reports for various organizations; Omega, Twinings, Sakura Lounge, H&M.

TECHNICAL

- Basic coding (JavaScript, Html, CSS & R-studio) knowledge gained through workshop conducted by Monash University.
- Data visualization knowledge gained through course completion at Monash University.

LANGUAGES

- Multilingual: Proficient in English and Mandarin
- Excellent written and verbal communication skills
- Additional languages: Japanese & Korean (Limited working proficiency). 1 year of learning.

EDUCATION

MONASH UNIVERSITY

Bachelor of Business Administration

- Marketing Major
- Excelled in various analytical reports for real time organisations.

SEOUL NATIONAL UNIVERSITY

- Worked with various start-up companies during entrepreneurship module.

CONTACT

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