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SUMMARY OF EMPLOYMENT

I am a well-established marketing & communications expert with a passion to strategize and lead. I am strategic generalist who is able to execute my ideas fast. I am able to quickly visualize the big picture but also a realistic picture on the necessary tactical strategies to fulfill that vision. My overall strengths would be a deep sense of ownership on each project that I take on and also develop and articulated sense on negotiation without giving a simple yes to most. I love mentoring, teaching and coaching others and working as part of the team to achieve that common goal! Quick highlights about me:

- Thinks like an entrepreneur
- Consistently delivers strong results against KPIs (Quality Assurance, Revenue Goals, SLAs)
- Develops a strong working relationship with others
- Effectively works across and partners with anyone who has a keen interest to learn
- Has full understanding and proficiency of all systems & data required to perform most marketing and communication tools
- Was promoted on several occasions within a short period of employment

Company: Webnatics Malaysia**Designation: Senior Client Servicing**

Duration: Jan 2015 – Present

- Increasing client satisfaction level through improved post-sale support and account
- Maintain churn rate for Google AdWords accounts at 5% or less
- Maintain churn rate for Yahoo Search Marketing accounts at 8% or less
- Renew existing account when required
- Work with campaign specialist to handle the PPC campaigns from strategizing, keywords generation, campaign set-up, campaign optimization, campaign monitoring, performance analysis, reporting
- Liaise with clients on campaign objectives, campaign performance & result reporting
- Handle PPC campaigns using MCC accounts & Google Analytics for campaign analysis
- Follow-up with client for expiring accounts status, ensuring a closure is achieved (Closure = final decision by client to renew or terminate)
- Drive and deliver ad-hoc training for Sales Team to increase their product and solution knowledge
- Attend Google training and provide product training to sales team
- Create sales material to support the Sales Team
- Create customized report to fulfill client's need
- Conduct case studies on each campaign to provide industry insight to sales team & clients

Company: Total Gymnastique Club**Designation: Part Time Gymnastics Rhythmic Coach**

Duration: December 2013 – December 2014

- To develop an instructional program for the gymnasts
- Coach gymnasts for competitions and performance
- Choreograph routines and select music for all floor exercises; Ball, Rope, Ribbon, Clubs and Freehand
- Organize games and teambuilding activities to cultivate teamwork and discipline in gymnasts
- To support the Gymnastics Supervisor with administrative duties

Company: LivingSocial Malaysia**Designation: Head of Media Planning**

Duration: December 2013 – Dec 2014

- Manage the Media Planning team and acting as manager (All verticals).

- Monitor the whole production process flows in getting and ensuring that deals are launched.
- Provide Sales Training on subjects such as 'Rejections Handling'.
- Planning Campaigns and Marketing tools.
- Manage and coordinate Deal Planning and Scheduling (All verticals).
- Consolidate and manage data on Deal & Competitors Research and Analysis.
- To work with senior management sales and operations employees on monthly Sales Revenue Planning.
- Maintain and Improve management of Deals Quality (All verticals).

Company: LivingSocial Malaysia

Designation: Media Planner

Duration: December 2012 – December 2013

- Plan strategies to maximize revenue, consumer demands and clients performance in health and beauty category.
- Identify problems & solution to enhance market performance.
- Identify ways to drive revenue by testing new strategies and implementations of marketing strategy (LivingSocial Deals)
- Be an Expert in health and beauty shop market research
- Review, approve & schedule deals
- Work together with Sales Division to build a healthy production cycle
- Evaluates contracts submitted by Sales Team and approves / disapproves based on criteria set by the Company
- Generate and analyse performance metrics for daily deals
- Work collectively with varying business units to assess deal quality
- Prioritize and schedule promotions for flight across all active markets on a daily/weekly basis
- Leveraging historical deal performance data and consumer intuition to ensure Ensogo – LivingSocial delivers the best product and pricing mix
- Manage and control promotional inventory by industry and city
- Serve as primary point of contact for Operations during deal development.

Company: LivingSocial Malaysia

Designation: Junior Researcher

Duration: August 2012 – December 2012

- To perform research and collect as much info on competitors deal
- To perform research and consolidate data on past deals for future analysis
- To perform research and present data on potential new leads, concepts & ideas for future deals
- Assist in deals rejection
- Support senior staff as needed, responding to analysis-related questions
- Communicate with the sales team on inquiries related to submission of deals
- To document best practices and processes

Company: Alaris Aerospace Systems & FAS Udara Flying Club

Designation: Public Relations &

Duration: November 2011 – December 2012

Communications Executive

- Create company literature and other forms of communication.
- Create marketing and promotional materials, both print and electronic.
- Coordinate design and print of company t-shirts, caps, name-cards etc.
- Work with advertisers for timely and useable ad submissions.
- Copyedit, proofread, and revise communications.
- Design and launch marketing campaigns.
- Recommend, implement and maintain site design and operation.
- Plan and deliver education courses and materials.

- Work with manager and business units to determine event budget and manage expenses to that budget.
- Promote products and services through public relations initiatives.
- Develop marketing communications campaigns.
- Identify, develop and execute communications strategy for key media contacts and customer references.
- Research media coverage and industry trends.
- Prepare briefing materials.
- Coordinate conference, trade shows, and press interviews.
- Handle and coordinate participation for LIMA events
- Manage and coordinate all student affairs (Enrolments, Class Scheduling, Examinations, Payments, Examinations, Progress & Certifications)
- Working closely with higher management staff on creation of SOPs and implementations of SOPs
- Handle inbound visits from DCA and ensure visit runs smoothly.

Company: *Private Home Tutor*

Designation: *Home Tutor*

Duration: *Jan 2009 – April 2011*

- Teach & educate SPM level Additional Mathematics, Biology, Chemistry, Physics, Bahasa Malaysia and English.
- Plan lessons according to their students' ability.
- Teach students the subject knowledge and skills they need.
- Assess and mark students' work.
- Keep up to date with education curriculum changes and assessment methods.
- Prepare students for exams or assessments
- Organise student performances or exhibitions of their' work.
- Keep records and write reports on students.
- Meet with parents or caregivers to discuss students' progress.
- Keep accounts and collect payments.

Company: *Tadika Gemilang Ria*

Designation: *Teacher*

Duration : *Jan 2008 - Feb 2009*

- Instruct students individually and in groups, adapting teaching methods to meet students' varying needs and interests.
- Teach basic skills such as color, shape, number and letter recognition, personal hygiene, and social skills.
- Teach basic languages such as English, Mandarin & Bahasa Melayu
- Teach basic computer skills
- Establish and enforce rules for behavior, and policies and procedures to maintain order among students.
- Demonstrate activities to children.
- Provide a variety of materials and resources for children to explore, manipulate, and use, both in learning activities and in imaginative play.
- Read books to entire classes or to small groups.
- Establish clear objectives for all lessons, units, and projects, and communicate those objectives to children.
- Prepare materials, classrooms, and other indoor and outdoor spaces to facilitate creative play, learning and motor-skill activities, and safety.
- Meet with parents and guardians to discuss their children's progress, and to determine their priorities for their children and their resource needs.
- Organize and lead activities designed to promote physical, mental, and social development such as gymnastics, dancing, games, arts and crafts, music, and storytelling.
- Prepare for assigned classes, and show written evidence of preparation upon request of immediate supervisors.

- Use computers, audiovisual aids, and other equipment and materials to supplement presentations.
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Company: *Persada Travels & Tours Sdn. Bhd.*

Designation: *Administration Clerk*

Duration: *November 2007 – Jan 2008*

- Filing.
 - Projects such as gathering information by phone, letter, email or in person.
 - Research for projects from manager(s).
 - Recording and updating databases.
 - Photocopying and scanning documents.
 - Sorting and handing out post.
 - Supporting the reception desk.
 - To handle marketing and promotions of the services offered.
 - To assist with any other ad-hock administration related matters.
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PASSION

- I enjoy meeting and making new professional acquaintances and love to speak just about anything and have a love and passion for gymnastics.
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PROFESSIONAL QUALIFICATIONS

- Qualified with SPM Certification from SMK Kulim, Kedah.
- Graduated with Diploma in Mass Communication (DMCI) 2009 - 2011.