



Personal Particulars

Name : Tan Ai Shing
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Email : jacqueline.tan.311@gmail.com
Age : 27 years old
Gender : Female
IC No. : 871103-04-5062
Marital Status : Single

Academic Background

1993 – 1999 Sekolah Kebangsaan Convent Infant Jesus
2000 - 2006 Sekolah Menengah Kebangsaan Infant Jesus Convent (Form 1-6)
2007 - 2011 Universiti Malaysia Kelantan (UMK)

Academic Achievements

Primary Level UPSR : 5 As

Secondary Level PMR : 5 As, 2 Bs
SPM : 4 As, 3 Bs, 3 Ds
STPM : CGPA : 2.75 / 4.00

University Level CGPA : 3.72/4.00
Awarded dean's list for every semester
Bachelor's Degree in Entrepreneurship and Business (E-Commerce)

Extra-Curricular Activities

Secondary School:

2004 – Secretary of Economic and Entrepreneurs Club and Sixth Form Council

2005 – Champion of Pertandingan Forum Minggu Bahasa Malaysia

University Level:

2007 & 2008 – Dance Performance for National Day

2010 – Organizing a “Protocol and Etiquette” event

2010 – Business Plan Competition (Champion)

Additional Info

CAREER OBJECTIVE:

To obtain a position in management based company and make organization's goal as a priority in career objective.

SKILLS:

Proficient in using Microsoft Word, Microsoft Power Point, Microsoft Excel, Oracle PENTA, Life Development Management System (LDMS), Electronic Loan Delivery System (eLDS), Central Authentication Service (CAS), Branch Delivery System (BDS) and SAS

LANGUAGES

(Proficiency: 0=Poor - 10=Excellent)

Language	Spoken	Written
English	8	8
Bahasa Malaysia	8	8
Mandarin	9	3
Hokkien	5	3
Cantonese	3	3

Working Experiences

*14 May 2012 – 28 April 2014 :

Public Bank Berhad

- Holding post as Senior Executive

Public Bank is currently the biggest domestic bank in Malaysia by shareholders' funds. It focuses on retail customers and small to medium sized enterprises. These are the job roles that I'm in charge of:-

- Do reporting and monitor on loan performance (in terms of Fixed Loan, Housing Loan, Overdraft and Trade Bills) for every branches and regions and send weekly e-mail to update them on the performance.
- Analyze on Non-Acceptance by Customer Report to study the reason of loans being rejected by customer.
- To monitor on the campaign HomeSave and ShopSave whereby is to target to reduce the number of borrowers for small loan amount taking up both package so that branches could promote the standard rate to these group of customers. HomeSave and ShopSave package is more suitable to package for higher loan amount.
- To monitor by branches and regions on the performance for reinstate loan back to original amount and also additional loan.
- Take in charge to drive the Business Loan Decreasing Term Assurance (BLDTA) and Business Loan Overdraft Level Term Assurance (BLOLTA) product. Do reporting and monitoring on weekly basis to review the top regions, licensed staff, take-up rate and premium amount. Sending e-mail to 13 regions to update on their weekly result and also as push factor to go for the higher tier reward incentive. Find out on the success story from branches that manage to sell well (e.g high premium amount or number of cases involved).
- Attend to customers' enquiries by escalate to relevant parties such as branches, regional office, Hire Purchase department and Customer Service department.
- Proceed the request from branches on Developer Bearing Scheme (DIBS), extension on expiry date or increase capping (amount or number of unit) to get approval from Credit Committee.
- Done discreet checking from time to time with other banks on the rates.
- Monitor customers with Current Account (CA) and Savings Account (SA) with high credit balances for branches to tap on them in order to grow CASA and ensure those applicant/guarantor/related account deposit will move to PBB.

- As Marketing Call Coordinator (MCC) for Northern 1 and 2 Region to monitor on Overdraft (OD) and Trade Bills (TB) utilization.
- Prepare user guide for branches on how to run the macro in Marketing Call Report (MCR). Branches will need to attend the customer listing with utilization <70% and update accordingly in this MCR.
- Deal with branches from time to time to know how well branches understand on their OD and TB customers and the reason of low utilization.
- Notify and alert branches on total settlement of Banker's Acceptance (BA) and shortfall for the month.
- Prepare the monthly OD and TB Summary Report to be sent to the branches.
- Prepare the UIP report (existing OD and TB customer with special rate) for 13 regions to monitor on their performance under this UIP Campaign.
- Preparation and extraction data as marketing leads (cold and warm leads) for the branches to cross-sell and tap on.
- Amendment on the website, product guide and also banking info if there is any necessary changes in rules, regulation and condition imposed by PBB or Bank Negara.

*15 July 2011 – 8 May 2012 :

Hong Leong Assurance Berhad, PJ City

- Holding post as Executive Marketing Support

Hong Leong Assurance Berhad is one of the largest insurance companies in Malaysia today with well-established and respected brand offering a wide range of life insurance products.

Below are my job functions that I need to deal with:

- Work closely with product team to design & develop product.
- Prepare new product documentations including fact sheets, transcript, telemarketing script, product slides & etc.
- Liaison with Marketing, Actuarial, Legal, Compliance and the Operations units on new product roll out.
- Review product documentation to ensure accuracy.
- Co-ordinate for sign-off for product documentation for product roll-out.
- Meet new product launches timeline.
- Work closely with other department to ensure smooth operations.
- Support marketing functions in general matters to ensure department process align with marketing objective and meeting Service Level Agreement.
- Servicing & manage submission and internal co-ordination to ensure timely response to Financial Advisors.

References

Ng Yee Lian (*Ex-Senior*)

Senior Executive

Public Bank Berhad Berhad

Menara Public Bank, 146, Jalan Ampang,

50450 Kuala Lumpur.

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Ann Lim Sook Han (*Ex-boss*)

Senior Manager

Hong Leong Assurance Berhad

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