



**CHERYL YEE OI LENG**

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**Current Location : Malaysia**

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**Date of Birth :** 27/08/1979

**Marital Status :** Single

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**Career Goal**    Being able to achieve a respectful and reputable career in marketing and business development in a structured organization

**October 2012 to May 2013      Wine Hall Pte Ltd      ( previously based in Phnom Penh, Cambodia )**  
Wine Retail Shop and Distributor of Wine Brands – newly set up business, yet to be fully operational

Position of Responsibility : General Manager

- Sales and Marketing Operations for Retail Shop
- Sales and Marketing for On Premise distribution

Current Drawn Salary : USD 2000 ( excluding allowances )

Reasons for Leaving : Contract ended

**February to September 2012    Dianomiq Sdn Bhd ( Luxury Fashion Company )**  
Luxury Writing Instruments, **Caran d'Ache**, Travel Luggage, Handbags and Accessories, **Bric's** and Watch Concept Store, **Mad.Is.On**

Position of Responsibility : Assistant Marketing Manager

- Marketing and Promotions for 3 Luxury Brands - Caran d'Ache, Bric's and Mad.Is.On ( Alternative Watch Brand Store with multi brand watches )
- Retail Management – overseeing HR and manpower, In - Store Management functions
- Public Relations and Media Liaisons – incharge of distributing Press Releases to major Print and Daily Press
- Advertising and Promotions ( both Print Advertisements and In Mall Advertisements ), A & P for all Bric's Distributors, House of Leather, Cuir Boutique and Eraman, Caran d'Ache Distributors, PS Gill, Mad.Is.On, liaison with suppliers to enhance brand presence.
- Visual Merchandising and Store Displays and Project Management ( for all Retail and Distributing Outlets )
- Organizing Product Launches and Marketing Activities for each Brand
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Current Drawn Salary : RM 4000 ( excluding allowances )

Reasons for leaving : to explore and to escalate career growth with foreign exposure

**August 2011 to January 2012    Italian Fine Wines Co Ltd**  
Italian Fine Wine and Food exporter with offices in Italy, Australia, Bangkok and Malaysia

Position of Responsibility: Corporate and Duty Free Manager

- Servicing Corporate Accounts; Hotel Chains and Service Apartments and Luxury Brands
- Duty Free Accounts; Airport Retail, Airlines, Embassies, Duty Free Zones
- Duty Paid Accounts in Malaysia; local wine distributors
- Represents the wine brands for Asia; Allegrini, Batasiolo, Da Vinci, Farnese,

Last Drawn Salary : RM 6200 ( excluding extra & miscellaneous allowances )

Company size/ sales turnover : € 3 Million

Reason for leaving : Was given an opportunity to enter the Luxury Marketing Industry

**2009 to 2011 Asiaeuro Wines and Spirits Sdn Bhd**

*Local Wines & Spirits importer and distributor with offices in Penang, Johor Bahru Kota Kinabalu, Kuala Lumpur, Shenzhen, Shanghai and Hong Kong.*

Position of Responsibility: Marketing Executive, subsequently promoted to Senior Marketing Executive

- Brand Development for all Wine Brands, Imported Water and Imported Coffee to various channels of distributions
- Ensuring marketing plans are well executed in accordance to the appropriate directions of various wine brands
- Implementing sales and marketing strategies for all wine brands
- Corporate Sales ( Luxury Brands) to increase brand awareness for both Wines and Non-Alcoholic beverages
- Revamping Key Accounts in Sales and Marketing
- Public Relation and Media Liaisons for product reviews, wine dinner write-ups, interview sessions, advertising and supplement pull-outs.
- Event Organizing for Trade Customers and Direct Customers – mainly wine dinners / wine tasting / cocktail sessions with the wine principals, brand inductions / training for Trade Customers and Staff and product launches
- Participation in Food and Wine exhibitions to obtain product exposures for the wine brands, coffee and imported water.
- Overlooking inventory and Ordering for wine brands
- Organizing all Wine Dinners and Wine Events with Winemakers and Principals, overseeing all outstation events in Northern Region and East Malaysia, supervising from the Headquarters.
- Ensuring that sales forecast set for the sales team are met to the teams expectations
- A&P Budgeting and Market Planning

Last Drawn Salary : RM 3600 ( excluding extra & miscellaneous allowances )

Company size/ sales turnover : RM 11 Million

Reason for leaving : Was offered a career opportunity with the principal wine company

**2008 to 2009 Muihua Sdn Bhd**

*Local Wines and Spirits Importer and Distributor*

Position of Responsibility : Marketing Executive

- Brand Development in various channels of distribution, Off Trade sector – Key Accounts, Wholesalers and Medical Halls. On Trade sector – Hotels, Restaurants and Cafes
- Marketing Wine Brands to achieve brand direction
- Corporate Sales to increase brand awareness during launches and functions
- Exhibition participations to market and promote the wine brands involved
- Organizing all the Wine Dinners with Winemakers and Principals
- Overseeing all product packaging and promotional gift packages
- Maintaining sales & marketing directions from appointed Principal Brand – Pernod Ricard

Last Drawn Salary : RM 2750 excluding extra allowances

Reason for leaving : Was offered with better career growth in Marketing and Branding

**2004 to 2008 Drinks Etc Sdn Bhd, Petaling Jaya Malaysia**

*Corporate Sales and Marketing company in Wines*

Position of Responsibility: Associate Partner for wines and spirits sales

- Overseeing the whole business sales transactions from supplying of wines to corporate clients for private functions, wedding parties and launches of events
- Participating and organizing many exhibitions to promote and market, create brand awareness amongst the public for wines and spirits by Pernod Ricard Malaysia
- Managing a group of part-time promoters for exhibitions, dinners and launches
- Handling wine dinners, interacting with the press and wine dinners to create a good relationship with them

Last Drawn Salary : RM 2000  
Reason for leaving : To focus my passion in marketing in a structured organization

## **Skill-sets**

### **Communication Skills**

- Developed succinct writing skills through various working projects handled and on a freelance and personal basis
- Having the ability to communicate/interact with people from various levels, conduct speeches and presentation. excellent in Public Relations and maintaining professionalism.
- Experienced in dealing effectively with a spectrum of clients, principals and suppliers

### **Teamwork**

- Developed team leading skills whilst in college and till date, emphasizing team spirit and work. No man is an island – we have to work as a team.
- Always have the ability to develop and maintain positive working environment with promoters.
- Always encouraging my colleagues in my family business to work in a cooperative environment, constantly helping with their tasks.
- Always willing to train the younger generation of staff to achieve high standards of the company's and brand requirements

### **Personal Organization and Time Management**

- Acquired the importance of prioritizing competing demands at busy schedules by setting tight deadlines for myself
- Having the capability to multitask at all my job functions and being able to assist other co-workers facing difficulties at their duties
- Being able to delegate job functions to colleagues in order to achieve the objective of the event
- Always able to be resourceful and working under minimal supervision, wanting to achieve as much knowledge within a minimal time frame.
- The ability to work under pressure in a calm manner
- Easily engaged with work duties within and outside my jobscope
- Outstanding work integrity with straight, unbendable and fearless work ethics

## **Education**

1997 – 2000                      Raffles Design Institute KL, Malaysia  
Diploma in Fashion Marketing

- Specialized in Fashion Marketing; combination of fashion and marketing subjects.
- Internships                      :            Aktif Lifestyle Departmental Store, KL, Malaysia – Retail Operations  
MI Publishing Sdn Bhd (MARIE CLAIRE), KL Malaysia – Fashion Intern
- Project Works                      :            Pioneer Editorial Team for newsletter  
Press Conference – fashion show publicity, PR and Marketing role  
Fashion Show – Graduation Show 1999, Fashion Marketing Head Coordinator

1992 – 1996                      Sri Aman Secondary School, Petaling Jaya, Malaysia  
Completed SPM – Higher Secondary Certificate

## **Skills**

- Driving : D Class
- IT : Familiar with Microsoft Office – Applications ( Word, Excel and Powerpoint ), Internet Explorer, Photoshop and Illustrator ( minimal knowledge for artwork )
- Languages and Dialects: English, Malay, Mandarin (minimal), Cantonese.

References are Upon Request

### Samples of Press Articles Published for Work

<http://thestar.com.my/news/story.asp?file=/2010/8/31/central/6922080&sec>

<http://thestar.com.my/news/story.asp?file=/2010/3/2/central/5747530&sec=>

<http://thestar.com.my/news/story.asp?file=/2011/4/18/central/8478073&sec=>

<http://thestar.com.my/news/story.asp?file=/2009/11/6/central/5002560&sec=central>

<http://thestar.com.my/news/story.asp?file=/2010/5/28/central/6286728&sec=central>

<http://thestar.com.my/news/story.asp?file=/2010/5/11/central/6104564&sec=central>



PRESTIGE WINE EXTRAVAGANZA CONTRIBUTION 2012



INTERNATIONAL MAGAZAINE MARIE CLAIRE AND HER WORLD  
FASHION STYLING CONTRIBUTION