



GARY, LAM WAI SENG

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PROFESSIONAL PROFILE

- Passion in the industry of shopping complex management & an uncompromising commitment to quality & outstanding customer relations. Having a proven record of maximizing revenue sales record by providing an enjoyable shopping experience for shoppers.
- Strong and visionary leader who combines technical and functional knowledge in realizing consensus and initiative plans.
- Self motivated and goal oriented, who easily influence the members in the team to reach the organization desired goal within the timeline.
- Results oriented achiever with excellent track record in recognizing opportunities to propel improvement.

OBJECTIVE

- Task oriented, consistently in achieving the corporate mission, with high level of planning and organizing skills.
- High learning curve, with high ability to assimilate facts and adapt to rapid change.
- Congenial working manner, with fast adaptability in new working environment.

PERSONAL BIODATA

Name : Gary, Lam Wai Seng
Age : 35
Place of birth : Johor Bahru
Date of birth : 18 June 1979
NRIC : 790618-01-5941
Languages Proficiency : English, Mandarin, Bahasa Malaysia, Dialect, etc

EDUCATION

- **Advanced Diploma in Advertising & Marketing Communication**

Institute Advertising Communication Training, Petaling Jaya

(Year 2000)

- **Advanced Diploma in Multimedia & Designing**

Singapore Polytechnic, Singapore

(Year 1997-1999)

- **O-Level**

Woodlands Ring Secondary School, Singapore

(Year 1994-1996)

PROFESSIONAL SEMINARS & COURSES ATTENDED

- **Certification Course - Marketing & Leasing Part 1 and Part 2**

Malaysian Association for Shopping & Highrise Complex Management

Persatuan Pengurusan Kompleks (PPK) Malaysia

- **Customer Service Drives Sales - Touching Heart Seminar with Hermawan Kartajaya**

Malaysian Association for Shopping & Highrise Complex Management

- **Priceless Gems of Creativity II**

Malaysian Association for Shopping & Highrise Complex Management

PPKM

******The association for shopping & high-rise management popularly known as - Persatuan Pengurusan Kompleks Malaysia. Plays an important role as a professional partner contributing to the nation's phenomenal growth.

COMPUTER SKILLS

- Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher)
- Adobe (Illustrator, Photoshop)
- Macromedia (Dreamweaver, Flash, Fireworks)

PROFESSIONAL EXPERIENCE

Company : **Brunsfeld Internation Group**

Position Held : **Lease Marketing Manager**

Duration : **2013 to Present**

- To be responsible for developing specific lease marketing plan(s) for a specified REM project(s) and effective implementation of planned strategies and action programmes to ensure achievement of planned leasing objectives.
- Responsible for the effective functioning of the Lease Marketing departmental effort through the management process of planning, organising, staffing, executing and innovating.
- Responsible for lease marketing activities including: creating promotional materials as required to increase market awareness and conducting direct leasing activity that delivers on lease projections to stabilize specified REM projects in line with corporate profit objectives.

Key Achievements

- To plan & organize between the respective agencies handling PR, creative and interactive services whilst planning the A&P calendar, events in line with the retail; centre's positioning of F&B and entertainment.
- To work in conjunction with other leasing personnel and REM management to formulate a comprehensive leasing advertising coverage plan and to ensure that weekly activity reports are submitted.
- To work in conjunction with other leasing personnel and REM management to conduct direct lease marketing activities, show market available space & negotiate acceptable lease terms in conjunction with REM management directive.

PROFESSIONAL EXPERIENCE

Company : **Bandar Raya Developments Berhad (BRDB)**
CapSquare Centre

Position Held : **Manager, Advertising & Promotions**

Duration : **2011 to 2013**

- Heading and primary responsible for the A&P department of CapSquare Centre, a 15.2 acre integrated urban village developed by top listed property developer, Bandar Raya Developments Berhad located in mid-town KL consisting of Grade A offices, luxury condominiums, a 160,000 sq ft retail centre.
- The position is a dual role overseeing the A&P department as well as Acting Centre Manager to supervising the daily operations of CapSquare Centre which includes customer relation service, security, facilities management, tenant liaison matters and car parking facilities with a core team of 15 pax.
- Preparing & presenting presentations for fortnightly meetings to top level management meetings with CEO and GM of Asset & Property Management.
- Working closely with the leasing department on achieving the retail mix for Bangsar Shopping Centre, CapSquare & The Troika.
- Conduct research & develop feasibility studies to identify new events opportunities for the organization.
- Secure sponsorship arrangements & identify potential revenue streams for all major events.
- Work with Corporate Communication Department to ensure that events receive optimal media coverage. Identify all aspects of event risk assessment and crisis management planning strategies.

Key Achievements

- To plan & organize between the respective agencies handling PR, creative and interactive services whilst planning the A&P calendar, events in line with the retail; centre's positioning of F&B and entertainment.
- Strategizing future A&P plans which includes media buying & media planning, devising ATL & BTL communication materials to conceptualizing on-ground activities & seasonal decorations of the mall.
- Budgeting and optimizing the A&P budget by organizing cost effective & qualitative A&P activities to maximize mall awareness & high traffic flow.
- Initiated successful events that included Maxis iPhone 5 launched 2012, street parties, flea markets and art/design exhibitions which drove traffic into the centre and increased word-of-mouth.

PROFESSIONAL EXPERIENCE

Company : Viva Home Shopping Mall – Kha Seng Group
Position Held : Manager, Advertising & Promotions
Duration : 2010 to 2011

- Headed the A&P department for internal promotions & campaigns of Viva Home Shopping Mall, is strategically located along Jalan Loke Yew, one of Kuala Lumpur's main arteries. Developed by Kha Seng Group with approximately 688,000 sq ft of NLA.
- To lead A&P team to developed, prepared and updated promotional materials and media activity including advertisements, newsletters, websites, mailing lists and social media. Organized events to draw crowds to the mall to generate publicity, brands awareness, and to enhance the mall's positioning.
- Handled atrium promotions and leasing of atrium spaces, to maximize, identified and secured casual leasing for pushcart as well as identify and plan advertising panel for tenant awareness.
- To coordinated with mall tenants and ensure effective implementation of set guidelines, system and procedure; ensure tenants comply with company house rules and regulations. Coordinated with concerned to ensured tenants participation during sale, events, corporate and thematic campaigns.
- To secured sponsorships, developed and executed marketing mechanisms and collaterals for in-house promotions. Sourced potential business partners for marketing and event tie-ups. Prepared proposals and make presentations to potential business partners.

Key Achievements

- Spearheaded, initiated and executed the grand opening of Viva Home Shopping Mall with 1 day on-ground launched.
- Successfully budgeted and forecasted cost effective measures for A&P plans which included media buying and planning, devised ATL & BTL communication materials to conceptualized on-ground activities and seasonal decorations of the mall.
- Initiated projects with reputable 3rd parties on joint promotions or events to increased awareness, traffic and quality shopping to the mall.
- Prepared A&P presentation and generated reports for Exco meetings in monthly basis.

PROFESSIONAL EXPERIENCE

Company : Sunway Pyramid Shopping Centre
Position Held : Marketing - Advertising & Promotions Executive
Duration : 2005 to 2010

- Supported, implemented and executed marketing plans with the A&P Manager.
- Developed and executed A&P activities in line with the plans of the company to help tenants in promoting their presence in the mall and at the same time this will enhance the mall's image.
- Prepared monthly report on A&P activities and expenditure. Ensure that activities planned are within allocated budget.
- Worked with third parties to organize A&P programmes and liaise with internal and external parties from conceptualization to completion to ensure smooth running of programmes.
- Organized and coordinated advertising programs and promotional events including those involving tenants, event companies, special occasions and festive activities.
- Coordinated production work involved with printing, multimedia content and website development material.
- Developed and executed joint promos with business partners and sponsors to add mall's activities, thereby enhancing its attraction for the target market.
- Liaised effectively with advertising and media agencies, suppliers and service providers to provide effective marketing solutions for the mall.
- Executed and supervised above the line and below the line advertising campaign. Act as the key liaison person between mall and advertising agency to achieve timely, cost effective advertising campaigns.
- Identified and monitor market trends via research and analysis of mass media and market activities. Collected and interpret market information from the mass media.
- Established and cultivated an intelligence network of contacts in the market. To analyze competitor's activities on monthly basis.

Key Achievements

- Valentine's Day promotion
- Deepavali
- Christmas Festive / CNY Celebration
- MTV World Stage
- Eason Chan Moving on Stage 26 Concert / etc

PROFESSIONAL EXPERIENCE

Company : Cineleisure Damansara Entertainment Centre
The Curve Shopping Mall (Boustead Properties Berhad)

Position Held : Advertising & Promotions Senior Executive

Company : 2003 to 2005

- To executed the overall implementation of events, advertising & promotions campaign and joint promotion.
- Sourced potential business partners for tie-ups. Prepared proposals and make presentations to potential business partners.
- Assisted in planning and executing all advertising, events and promotional activities.
- To identified, coordinated and implemented joint promotional programmes in a timely and cost effective manner.
- Responsible for leasing of promotional spaces to generate revenues and administration of day-to-day activities.
- Responsible for planning and implementing publicity campaign, sales launch, roadshow and in house activities.
- Preparation and execution of marketing collaterals.
- Liaised and coordinated with malls and/or retail stores management on activities & promotions.

Key Achievements

- Festive Celebration
- Mid - School Holidays
- Dance Fest / etc

Character Referees

Name	Designation	Contact No.	Relationship
Mr. Vincent Tan	Assistant General Manager	017 6647 773	Current Assistant General Manager of BRDB Asset & Property Division
Ms. Rachel Chin	Leasing Manager	012 6628 112	Current Leasing Manager of BRDB, Bangsar Shopping Centre, The Troika Asset & Property Division
Mr. Ryan Lai	Leasing Manager	012 2888 171	Former Colleague of Viva Home Shopping Mall
Mr. Francis Lai	Human Resource Senior Manager	012 6836 318	Former Senior Human Resource Manager of Sunway Pyramid Sdn Bhd