

**TAN CHUN LIAN (EDDY)**

<b>CONTACT DETAILS</b>	
Mailing's Address (Current)	31, Jalan SS23/37 47400 Petaling Jaya, Selangor, Malaysia.
Resident's Address (Permanent)	174-16, Jalan Temenggong Ahmad off Lorong Sekolah Ismail, 84000 <b>Muar, Johor</b> , Malaysia.
Communication (Mobile)	<b>+6012 668 3387</b>
E-Mailing	<b>eddytan6400@gmail.com</b>
Online Communication	MSN = litchun83@hotmail.com Facebook = litchun83@yahoo.com (Eddy 念 Tan)

<b>PERSONAL PARTICULAR</b>	
Age	30 years
Date of Birth	<b>12<sup>th</sup> August 1983</b>
Nationality	Malaysian
Gender	Male
Marital Status	Single
IC Number	830812 01 6271

<b>ACADEMIC QUALIFICATION</b>	
<b><u>(Discontinued after 4 subjects completed)</u></b>	
Qualification	MBA (Master of Business Administration)
Field of Study	Business Administration
Major	Marketing
Institute/University	University of Southern Queensland, Australia. External institute at SEGI University College, Kota Damansara.
Grade	-
Graduation Date	Discontinues due to financial constraint (increased of Aust. Dollar)
Qualification	Diploma
Field of Study	Creative Design & Advertising
Major	Communication Graphic Design & Advertising
Institute/University	The One Academy, Bandar Sunway, Malaysia.
Grade	Non-gradable
Graduation Date	April 2004
Qualification	SPM (Secondary School)
Field of Study	Art & Account
Major	Art
Institute/University	St. Andrew Secondary School, 84000 Muar, Johor, Malaysia.
Grade	Grade A
Graduation Date	Dec 2000

CAREER EXPERIENCES	
Current Employment	
7. Company Name	HAKUHODO (M) Sdn. Bhd. Website: <a href="http://www.hakuhodo.jp">www.hakuhodo.jp</a>
Position Title	Account Manager (Promoted since Jan 2012)
Specialization	Accounts Management, Integrated Campaign Planning & Daily-Task.
Industry	Advertising
Duration	January 2012 till present
Monthly Salary	Promotion Salary – RM 4,800 Salary Increment – RM 5,500
Job Description	<p>Main Client: TOYOTA  <u>Product (Car)</u>: Hilux / Innova / PRIUS c / Prius 1.8L / TOYOTA 86 / Hiace / CAMRY / VIOS - pitch job  <u>Others department</u>:</p> <ul style="list-style-type: none"> <li>• 30<sup>th</sup> Anniversary (2012 Year End Sales Promo)</li> <li>• Hot Air Ballon Event</li> <li>• SuperGT 2013</li> <li>• KLIMS 2013</li> <li>• Monthly Sales Promo</li> </ul>
6. Company Name	HAKUHODO (M) Sdn. Bhd. Website: <a href="http://www.hakuhodo.jp">www.hakuhodo.jp</a>
Position Title	Senior Account Executive
Specialization	Accounts Management, Integrated Campaign Planning & Daily-Task.
Industry	Advertising
Duration	August 2010 till December 2011
Monthly Salary	Offered Salary - RM3,200 No increment upon confirmation (Dec 2010) Salary increment (Jan 2011) – RM3,700
Job Description	<ol style="list-style-type: none"> <li>1. Role</li> <li>2. Experience</li> <li>3. Development</li> </ol> <p>Main Client: TOYOTA  <u>Product (Car)</u>: Hilux / Camry / Prius 1.8L / Innova - pitch job / Hiace  <u>Others department</u>:</p> <ul style="list-style-type: none"> <li>• TopMark</li> <li>• Dealer Announcement Ads</li> <li>• Corporate Brochure</li> </ul>
5. Company Name	FIREWORKS SOLUTIONS Sdn. Bhd. Website: <a href="http://www.fireworkssolutions.com">www.fireworkssolutions.com</a>
Position Title	Account Executive
Specialization	Digital Branding, Online Advertising & Community, Web Solutions, Interactive & Multimedia
Industry	New Media (Web, Mobile & Advertising)
Duration	March 2010 till July 2010
Monthly Salary	RM2,700
Job Description	Clientele: Samsung (M) S/B, PruBSN Malaysia, Haier, Kuwait Finance & others.

June 2009 till November 2009 – Relocated back to hometown, Muar to assist and operate family business due to descendant of my late father.  
 December 2009 till February 2010 – Hired for 2 months freelancing job at Mindbender Interactive Sdn. Bhd. as Account Executive due to year-end hectic workload.

4. Company Name	MINDBENDER INTERACTIVE Sdn. Bhd. Website: <a href="http://mindbender.com.my/">http://mindbender.com.my/</a>
Position Title	Account Executive
Specialization	Advertising, Corporate Mar-com & Promotion
Industry	Advertising & Design
Duration	August 2007 till May 2009
Monthly Salary	Offered Salary - RM3,000 Upon confirmation (3mths) – RM3,500
Job Description	I'm reassigned by the company(Mindbender) to a new department (Servicing Dept.) as Account Executive from my previous assignment, Graphic Designer(Creative Dept.). Clientele: GCH Retails (Giant, Cold Storage & Guardian)
3. Company Name	MINDBENDER INTERACTIVE Sdn. Bhd. Website: <a href="http://mindbender.com.my/">http://mindbender.com.my/</a>
Position Title	Graphic Designer
Specialization	Creative Branding, Graphic Design
Industry	Advertising & Design
Duration	May 2007 till July 2007
Monthly Salary	Offered Salary - RM2,700
Job Description	I'm handling workloads for clients like Giant, Colgate Palmolive and etc. It's coverage on below-the-line and above-the-line projects.
2. Company Name	KAMPTON Advertising and Exhibition Design Sdn. Bhd Website: <a href="http://kampton.com.my/">http://kampton.com.my/</a>
Position Title	Senior Graphic Designer
Specialization	Advertising & Exhibition
Industry	Advertising & Design
Duration	July 2005 till April 2007
Monthly Salary	Offered Salary – RM1,800 Upon confirmation - RM2,000 Salary given (Jan 2007) – RM2,600
Job Description	I'm assign to monitor the workflow of design department such as; output, on-site visit, briefing, concept development and etc. Besides that, understanding the supplier advantages is ideal coz it will help me to understand the process of their production. By that, it solve things easily. One last thing, everything is about communication and create a well done job. Clientele: UMW Toyota, LG Electronics, Dutch Lady & others.

1. Company Name	AEX System Sdn. Bhd. (AEX)
Position Title	Graphic Designer
Specialization	In-house design & photography
Industry	Electrical & Electronics
Duration	Dec 2004 – June 2005
Monthly Salary	Offered Salary - RM1,300 Upon confirmation = RM1,500
Job Description	<p>AEX's in-house design team consist of two designers, my Senior Graphic Designer (SGD) and myself. We in-charge of all the creative materials (mainly brochure, leaflet, manual &amp; revamp company website). Even involved in photography as we need to shoot the product.</p> <p><u>Experiences Gained:</u></p> <ul style="list-style-type: none"> <li>- Able to work independently with minimum supervision from SGD.</li> <li>- Teamwork is the key of developing an informative yet impressive marketing collaterals.</li> <li>- Improved self-confident and time management as I'm assigned to work for AEX sister-company in Bangkok (based in BKK for 2weeks per month) due to shortage of manpower.</li> </ul>

#### INDIVIDUAL SKILLS

**(Proficiency: Advanced** - Highly experienced; **Intermediate** - Familiar with all the basic functionalities; **Beginner** - Just started using or learning the skill)

SKILL	YEARS	PROFICIENCY
Microsoft Office		
• Word	4	Advanced
• Excel	4	Intermediate
• PowerPoint	4	Intermediate
• Outlook	4	Advanced
Adobe		
• Illustrator	5	Advanced
• Photoshop	5	Advanced
• InDesign	3	Intermediate
• Acrobat & Reader	3	Intermediate
• Distiller	2	Beginner
Illustration	3	Intermediate

#### LANGUAGES

**(Proficiency: 0 = Poor – 10 = Excellent)**

LANGUAGE	SPOKEN	WRITTEN
Bahasa Malaysia	8	6
English	7	6
Chinese (Mandarin)	7	-
Cantonese (Dialect)	6	-
Hok Kien (Dialect)	6	-

JOB PREFERENCES	
Expected Monthly Salary	RM 7,000
Willing to Travel	Yes
Willing to Relocate	Will Consider
Possess Own Transport	Yes

REFERENCES		
NAME	RELATIONSHIP	CONTACT NO.
Jane Wong	Group Account Director (Hakuhodo)	012 377 0454
Mabel Lee	Group Account Director (ex-Hakuhodo)	012 214 8209
Michael Liew	General Manager (Hakuhodo)	012 214 8209

### **Job Achievement and Result (Main Campaign) for 2012**

	Client/Project	Job Assignment	Result
1	UMW Toyota	Prius MC & PRIUS c Campaign (Jan - Feb) ATL, BTL & Media Launch	Media launch is a great success and well executed. Media attendance is overwhelming due the success of a series of Teaser Ads. Media launch was showcased on national TV (TV3 - Bulletin Utama) as closing ceremony of programme. Increase the awareness of Toyota hybrid techology and sales of Toyota hybrid vehicle is excellent.
2	UMW Toyota	TYT Corporate Brochure (Feb - Mar) - BTL	Tight deadline but job was delivered to client on schedule for LEXUS CT 200h showroom launch. Updated information of loose insert and client is happy with commitment achieved.
3	UMW Toyota	CAMRY FMC Launch (March - June) ATL, BTL, Media Launch cum Media Test Drive (Media launch & Media Test Drive are together with TOYOTA 86 launch)	Budget and profit(ATL & BTL) are well managed. Media launch and media test drive are delivered on 'International' standards.
4	UMW Toyota	TOYOTA 86 Launch (Mar - June) ATL, BTL	Budget and profit is well managed. Client is happy with commitment shown. Material is accurately delivered and achieved clients' expectation.
5	UMW Toyota	PRIUS Sustenance Campaign (June - Aug) Print Ads & POSM	This campaign was successfully push the sales of PRIUS to meet client sales target (4,000 units of hybrid vehicles)
6	UMW Toyota	INNOVA - New Aerokit & DVD-AVN Launch (July - Sept) POSM	Well accepted campaign and it's an introduction of new accessories to improve Innova sales demand.
7	UMW Toyota	HILUX 2.5L Engine Improvement Launch (July - Sept) ATL, BTL & Media Drive Event (Belum Rainforest Resort, Perak)	Successfully to maintain and increase the market share and sales of Key Product for Toyota. Media event is a well-organised and planned to achieve the maximum outcome.
8	UMW Toyota	Congratulation Ads - Datuk Hibi & Datuk Ismet (July - Sept) Print Ads & Photography	A super rush job which is completed and well accepted job that making both datuk look good in the advertisements.
9	UMW Toyota	IMV Roadshow 2012 (Sept - Nov) ATL, BTL & Roadshow Creative Collateral	A good support and assistance to sales dept. (VSG) to rush out the collateral. And open door for more business opportunities. (example: looking forward on the

			opportunity to pitch for 2013 End year Roadshow)
10	UMW Toyota	UMWT 30th Anniversary Campaign (Nov - Dec) ATL, BTL, Thank You & Advertorial Ads	Highlight of the year as campaign set another milestone for client. Client is very appreciated on the turnover time to churn out the creative successfully.

### **Job Achievement and Result (Main Campaign) for 2013**

	Client/Project	Job Assignment	Result
1	UMW Toyota	PRIUS c (TRD Sportivo) Campaign - TVC (Malaysia & TMAP version) - ATL - OOH - BTL	Job is done accordingly to timeline planned.
2	UMW Toyota	TYT Hot Air Balloon (Event)	A well-planned event and cost management from client budget is utilize wisely.
3	UMW Toyota	TYT Super GT (Event)	Last minute briefing from client and able to manage the event smoothly.
4	UMW Toyota	KLIMS 2013 (Exhibition) - BTL support - Lifestyle Presentation	Delivered above client expectation on the creative and costing presented to client. Good feedback from KLIMS's visitors.
5	UMW Toyota	VIOS FMC Campaign (mainly Event) - On ground Activation (Spot & Snap) - Media Test Drive - Media Launch	Good feedback from client and worked well with the appointed EO to ensure that the event was smooth.
6	UMW Toyota	TYT DVD-AVN & DVD-AVX - Photography - BTL	Costing and material deliver is well managed and client is happy with the dedication shown.
7	UMW Toyota	TYT Accessories Booklet	Still in the WIP status and working closely with client to ease the complexity of the details of this booklet.
8	UMW Toyota	Oct '13 Sale Promo + Roadshow - Roadshow Creative Collaterals (Structure + ATL + BTL)	Managed to deliver materials despite it being a rush job.