

**CHOO BOON HONG**  
**TELEPHONE:** (+60) 16 761 7229  
**E-Mail:** [bhchoo310@gmail.com](mailto:bhchoo310@gmail.com)

## **EDUCATION**

Jul 2010 - Present

**Monash University Malaysia**

Candidate for Bachelor of Business and Commerce (Major in **Marketing**)  
and Bachelor of Communication, (Minor in **International Studies**)

Aug 2012 - Jan 2013     **Uppsala University, Sweden**

Participated in the international exchange program in Uppsala University, Sweden. Throughout the program, I was exposed to different cultures as I worked, studied and travelled together with people from different countries such as Slovakia, South Korea, USA, Sweden, etc. The experience of exchange studies was an eye-opener. It enhanced my skills of language (English), cultural adaptability and independence.

## **EXTRA-CURRICULAR ACTIVITIES**

**La Voce Choir**

Mar 2011 - Present

La Voce Choir is located in Klang. The choir had participated various international competitions and festivals and is also active in Christmas carolling, annual concert and event's performance. Joined the choir as a member in 2011, I was promoted into several positions since then:

General Officer

Jul 2011 - Aug 2012

- Supervised the discipline and assets of the choir;
- Managed the inventories and assets of the choir;
- Assisted the conductor and presidents to ensure the running of weekly practice.

President

Mar 2013 - Present

- Worked together with the committee to ensure the choir the choir is on the right direction;
- Acted as a middleman between members, committee and conductor to maintain and improve the singing standard of the choir;
- Acted as a spokesperson to negotiate with third party to secure more benefits for the choir.

## **WORK EXPERIENCE**

**Common Extract Sdn Bhd**, Internship as Digital Marketer     Dec 2013 - Feb 2014

Common Extract Sdn Bhd is a company that develops mobile applications located in Johor Bahru. The three months internship program in Common Extract was a great experience as I gained practical knowledge specifically on how branding can be integrated via digital marketing approach. My responsibilities as a digital marketer include:

- Email and call prospective customers;
- Writing business proposal;
- Develop marketing plan for products (mobile applications)
- Social media planning (Facebook)
- Market research to identify new business opportunity.

**The Toast, Vacation Employment as Waiter**

Jan 2010 - Jun 2010, Nov 2010 - Feb 2011, Nov 2011 - Feb 2012

The toast is a local cafe located in Johor Bahru which serves a wide range of local cuisine. I had worked thrice in the cafe during summer vacations. the responsibilities as a waiter include:

- Served the customers in order to satisfy their requests;
- Forged a positive relationship between the cafe and the customers, provided feedback to the manager when necessary.

**VOLUNTEER EXPERIENCE****Monash University Volunteer Program (MUVV), Volunteer of Tong Sim Old Folks Home**

Mar 2013 - May 2013

MUVV is an organisation founded by students from Monash. It provides voluntary opportunities and inspiration for students to make a difference in the society through community development programs and Non-Governmental Organisation Collaboration (NGOC) programs. I was allocated to Tong Sim Old Folks home for three months, with the responsibilities:

- Provided simple housework in the old folks home (i.e. floor sweeping and food distribution);
- Provided assistance for the other volunteer groups when necessary;
- Acted as a 'focal point' to coordinate with the session members to schedule the meet-up point and timing.

**Monash University Malaysia, Orientation Buddy Program Jul 2013**

The Orientation Buddy Program was held by Monash University Malaysia, aiming to provide assistances to the new students during the orientation week on behalf of the university. Orientation buddies were required to :

- Provide basic help to the new students;
- Answer questions and solve problems for the new students;
- Act as a student helper for the school presenter to ensure the presentation can be ran smoothly.

**SKILLS AND INTERESTS**

Languages: English (Fluent), Mandarin (Native), Bahasa Malaysia (Fluent)

Computer: Basic skills for Microsoft Office

Interests: Singing, Reading and Video Gaming