

CURRICULUM VITAE

PERSONAL DETAILS

Name: Lim Wee Heang (Laura)

Date of birth: 4 Nov 1964

Contact details: 016 2086979 / limweeheang@yahoo.com / limweeheang@gmail.com

Language

Proficiency: Spoken and written – English, Bahasa Malaysia

Computer

Proficiency: Microsoft Word, Excel, Power Point, Project, Publisher

PROFESSIONAL SUMMARY

A diligent marketing and communication professional with 25 years of experience with immense knowledge of developing and managing corporate & marketing communication, corporate social responsibility, branding, product promotions, advertising, telemarketing and direct marketing. I am very meticulous, committed and highly reliable.

One of my biggest achievements is winning the ING Global Branding Award in 2003. This award was given as recognition for best practice in rebranding of Aetna to ING. 10 countries competed for the award. The award criteria were:

- stakeholder awareness, engagement and brand values internalization
- business retention and new sales growth
- brand awareness

I was instrumental in the setup of two companies – Audiotel Sdn Bhd (then a subsidiary of Telekom Malaysia Berhad in 1994 which is now under a new management and renamed Articulate Sdn Bhd. Audiotel was an outsourcing company that provided telemarketing and integrated voice response services.

In 2002, I was actively involved in the preparation of the business case for the set up of ING Funds in Malaysia and was instrumental to the start up of the company in 2003. The company was launched in 2004.

WORKING EXPERIENCE

Year: June 2013 – Dec 2013

Company: Kenanga Investors Berhad

Position: Senior Vice President, Head of Special Projects

Reporting to: Deputy Chief Executive Officer

Areas of responsibilities in Marketing

1. Product Development

Keep abreast of the latest product trends and industry development. Through market and competitor analysis develop new products and provide business support by developing marketing and communication materials for retail business team and agency force.

2. Branding and Communication

Support the Group Marketing & Communication team Kenanga rebranding efforts in the following areas:

i. Brand Management

- Brand values internalisation
Lead teams to standardize and internalise brand equity through integrated marketing communications programmes for all internal stakeholders through effective integrated marketing communication strategy leveraging the strengths of the on-ground events and below and the above-the-line advertising to ensure all internal stakeholders are aware of and are engaged in delivering the brand's promise in everything they do, work processes and at every customer touch points.
- Corporate identity standardization
Develop, communicate and ensure correct and consistent use of the brand elements in stationery, conventional and online medium, below and above-the-line materials by all stakeholders.

ii. Corporate Reputation Management

Support the company's media relations efforts by identifying and managing speaking engagements, sponsorship opportunities, and participation in industry conferences and developing strategic messaging and briefing documents for key spokespersons of the company. Design and manage local corporate responsibility and sustainability opportunities to showcase Company's corporate citizenry efforts.

3. Project Management

i. Product Approval Policy and Procedures

Define and maintain clear product approval and governance structure and process which support business development and accommodate efficient time-to-market. Adhere to industry standards on product approval practices and processes. Ensure appropriate and timely information being provided to regulators, distributors, clients and other stakeholders.

ii. Digital Marketing

a. Website concept and content strategy

Lead the design, development, and operation of web products at Kenanga Investors Berhad, including e-commerce, community, lead-generation and customer self service. Define, develop and manage contents of corporate as well as sub-product and market segment websites to ensure traffic flow and web usage.

b. Website user experience

Manages website user experience, including content and messaging to ensure a customer relevant and technologically welcoming user web experience. Partner with email marketing manager and CRM team to execute integrated and seamless customer communications. Determine, monitors and analyse KPIs to form insights and continually improve the digital customer experience. Execute ad hoc projects to support digital and social media platforms across the Company. Contribute to the development of the digital components of the integrated marketing communications plan

iii. Back-Room Operational Matters

In line with brand and customer value proposition of 'easy to do business with', operational forms and system-generated letters and statements for customers and agents are analysed and re-defined for implementation. Also analysed and re-developed new online transaction forms to ensure compliance with latest regulatory guidelines.

Year:	November 2012 – April 2013
Company:	ING Funds Berhad
Position:	Head of Marketing & Investor Services
Reporting to:	Acting Chief Executive Officer

The marketing and investor services synergy

Good marketing must deliver and result to positive experiences at all customer touch points and good customer service makes good marketing.

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Through these activities, Company achieves high visibility in the press to drive high awareness, top-of-mind and preferred choice amongst Malaysian investors

3. Marketing communications

1. Marketing communications materials

Oversee the development, production and distribution of regular marketing communications materials such as mandatory fund reports, fund fact sheets, brochures, buntings and advertisements to key stakeholders in a timely manner, error-free, user-friendly consistent with company EASY value proposition, whilst remaining compliant with local regulatory guidelines at all times.

- **Events Management**

Conceptualise and supervise events to achieve strategic objectives of business development, investor education and brand interaction in a cost-effective manner.

4. Employees, advisers and customers communications

- **Employee communication**

Work with senior management and Human Resources to develop and execute companywide employee engagement strategies.

- **Advisers communication**

Supervise and provide strategic direction for internal online and conventional newsletter aimed at improving product, sales competencies and sales management as well as increasing recruitment amongst agency force.

- **Customer communication**

Design and manage communication strategy created from acquisition right through to retention, repurchase and advocacy that invokes a positive brand / service perception by using conventional and online communications tools and platforms for efficiencies and making the strategy relevant to the brand and customer.

- **Website strategy and content management**

Strategise concept and contents for corporate and investors websites. Supervise content updates to the corporate website and internal advisers and investors portals. Manage external web consultants and identify creative opportunities to improve the company's online presence and promote the company's strategic business goals.

Areas of responsibilities in Investor Services

1. Customer Experience

- Interact and build relationships with the product management and business development / account management teams, including the design of business processes that align to customer success;
- Build a set of key performance indicators (KPIs), best practices, knowledge base and company business processes that align to a high-caliber customer experience;
- Partner with all divisions to engage both potential customers and existing customers to ensure that every touch point, including phone, email, website, social media and face to face deliver a superior customer experience;
- Deliver a business plan as to how the company should deliver a superior customer experience and evolve the customer success deliverables as the business grows;
- Drive changes in process & mindset around how everyone in the firm organize work and deliver functionality for customers... maintaining "good" processes and eliminating inefficiencies
- Coordinate activities across the development organization as needed to deliver WOW end-to-end customer experience

2. Voice of the Customer

Analyzing "voice of the customer" (VOC) and behavioral information to understand why customers are satisfied/dissatisfied, along with their attitudes, motivations etc. to develop deep insights into customer needs and behaviors.

3. Customer segment treatments

- Define/refine customer segments and develop "treatments", based on insight into customer behaviors and propensities. Translate treatments into business rules that define how each type of interaction should be handled for each customer segment.
 - Identify the people, process, and technology capabilities required to deliver desired customer experiences in market, and then plan for the implementation of those experiences.
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Year: January 2004 – October 2012

Company: ING Funds Berhad

Position: Head of Marketing

Reported to: Chief Executive Officer

Areas of responsibilities

1. Corporate Communications / Media Relations

- Strategised and lead the development of communication campaigns, collaterals and media activities as well as media handling.
- Drive internal communications to achieve higher levels of employee engagement at all levels by the dissemination of messages that are aligned with company's strategy.

2. Publications Management

- Supervised production and distribution of key messages to the diverse audience of various publications.
- Managed cost without compromising on quality

3. Event Management

- Conceptualised and supervised events to achieve strategic objectives of business development, investor education and brand interaction in a cost-effective manner.

4. Branding

- Brand Activation
 - Conducted brand health and brand attributes feasibility studies through market research
 - Strategised and implemented localized brand attributes in line with ING Group's brand aspirations.
 - Strategised and implemented brand internalization programs for internal stakeholders. Reinforce consistency in delivering the brand promise to internal and external customers through the expression of brand traits and values
- Brand Delivery
 - Effectively communicated and refreshed staff on guidelines and regulations surrounding the use and application of ING Corporate Identity Guidelines to ensure consistent and correct use of brand elements.
- Product Collaterals
 - Developed effective marketing collaterals to facilitate sales activities and distribution channels' sales process.
 - Complied with ING Group and local regulators' guidelines and practice notes.

5. Corporate Social Responsibility & Cause-Related Marketing

- Reinforced ING commitment as a responsible corporate through donations, sponsorships and initiation of relevant community projects in line with the company's CSR policy.

6. Website Management

- Strategised and implemented concepts and contents for ING Funds corporate internet website, investor and tied agency intranet portals consistent with the ING global brand proposition.
 - Managed contents in ING Funds corporate website to ensure information are relevant, recent and timely.
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Year: May 1996 – December 2003

Company: ING Insurance Berhad

Position: Assistant Vice President, Corporate Marketing & Business Development

Reported to: Senior Vice President, Corporate Marketing & Business Development

1. Corporate branding

Developed and managed the new repositioning and rebranding of Aetna Universal Insurance to ING Insurance and achieve total awareness level of 70% in 2004.

- Conceptualised and implemented brand positioning, attributes, architecture and brand strategy;
- Developed brand internalization and implementation programs for staff and agency force;
- Developed and implemented a local corporate identity guidelines;
- Conceptualized and implemented integrated communication programs using advertising, public relations, promotions and event management

2. Marketing Promotions

Generated new business through product promotions.

- Conceptualized and implemented marketing strategies to generate new business from existing and new customers for life insurance products.
- Identified promotions concept and lead generation strategy in line with the product target market
- Liaised with advertising agency to develop communication and sales support materials.
- Identified sales activity process for the agency force in line with the new business goals for the promotion
- Identified and implemented sales production monitoring and tracking system to ensure that the projected sales goals are achieved
- Identified medium to market product promotions in line with the product and target market
- Identified contents for web and mainstream advertising.
- Developed concept for internet and intranet marketing
- Overall project management and ensured that all efforts were integrated

3. Regional Distribution Development

Provided lead generation support in regional new agents recruitment campaign.

- Provided telemarketing and advertising support in new agents recruitment drive to affiliate offices in Thailand, Philippines and Indonesia
- Coordinated market research to identify recruiting unique selling proposition for each affiliate office
- Identified and implemented lead generation strategies to achieve recruitment goals
- Liaised with local advertising agencies for recruitment advertising concepts and media placement strategies
- Identified user requirements for telemarketing systems to support responses from recruitment campaign
- Set up telemarketing unit to provide inbound & outbound call support during recruitment campaign
- Trained telemarketers on objection handling and interview appointment selling
- Developed telemarketing script for telemarketers
- Tracked and monitored recruitment sign up results

4. Direct Marketing

Direct marketing to conserve policyholders through multiple product and services selling

- Set up telemarketing unit to support direct business (alternative distribution) capabilities
- Developed and implemented direct marketing initiatives to resell and cross sell products & services to new and existing customers
- Provided call & objection handling training to telemarketers
- Identified and implemented telemarketing project tracking and reporting system

Year:	May 1994 – April 1996
Company:	Audiotel Sdn Bhd (now known as Articulate Sdn Bhd)
Position:	Advertising and client servicing manager
Reported to:	General Manager of call centre division

Advertising

Conceptualized and developed advertising campaigns for interactive voice response (IVR) marketing campaigns. Developed the interactive voice response business in line with company financial goals.

- Identified and acquired business partners for IVR promotions
- Developed and implemented advertising concepts for each IVR promotions
- Liaised with in-house artist and external advertising agencies and production houses for advertising requirements.
- Tracked and monitored IVR promotions results
- Identified and implemented follow up programs

Key account management

Identified and implemented strategies for new business and business retention strategies in line with goals of the Telemarketing Unit.

- As a pioneer staff of the company, I conceptualized and implemented business processes, operating procedures, operating tools and business sales kit for the entire Telemarketing Unit
 - Conceptualized and implemented advertising campaign for service awareness
 - Identified and recommended effective telemarketing strategies to achieve client's marketing goals
 - Coordinated and ensured that telephone calls were handled in a professional and efficient manner and that all information given by telemarketers are accurate
 - Carried out mystery shopper calls to ensure service level is maintained at a quality level
 - Ensured that call tracking reports and project progress reports are accurate and delivered to clients in a timely manner
 - Acquired new business through business prospecting activities
 - Developed and retained 46% of existing business through multiple telemarketing initiatives
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Year: Dec 1993 – April 1994

Company: MBf Card Services Sdn Bhd

Position: Communications and Marketing Information Manager

Reported to: Vice President of Marketing

Responsibilities:

Tracked card acquisition activities and generate card acquisition results in a timely and accurate manner.

Accomplishment

Consistently generate accurate reports on a timely manner.

Year: May 1988 – Nov 1993

Company: Yaohan International Creative Sdn Bhd (a subsidiary of Yaohan Malaysia Berhad and a member of Metroplex Group of Companies)

Position: Media planner and account executive

Reported to: General Manager

Media planner

Planned media strategies and did media buying for clients. Negotiated for preferential media rates on behalf of the Metroplex Group of Companies.

- Identified media selection and frequency in line with the customer's target market and advertising budget
- Negotiated with media owner for best possible advertisement position in the media for maximum reach
- Coordinated with advertisement material production supplier for timely delivery of materials

Account executive

Coordinate between client and advertising agency and ensure that advertising deliverables were in accordance to the communication brief and clients' requirements.

QUALIFICATIONS

- Completed Module 9 and 10 of Securities Commission Fund Management Regulation
- MBA (General) from University of Nottingham Business School
- B.A (2nd Class Upper) Honours in Mass Communication from Universiti Kebangsaan Malaysia

CURRENT REMUNERATION PACKAGE

Total monthly salary: RM17,000

This comprise

i. Basic pay: RM15,000

ii. Allowances:

- Mobile phone RM500 per month (claim)
- Transportation RM2,000 per month (into salary)

EXPECTED SALARY

RM12,000 per month

DATE AVAILABLE:

Employment contract ended Dec 2013.

CHARACTER REFERENCE

Chin Pei Chan

Senior Vice President – Strategic Plannings & Performance Management

Kenanga Investors Berhad

016 3365470

Relationship: Ex colleague at ING Funds Berhad and Kenanga Investors Berhad. Known her for 6 years.

Khoo Sook Hui

Senior Manager - Operations

Manulife Asset Management Berhad

012 3180298

Relationship: Ex colleague of 8 years at ING Funds