

PERSONAL DETAILS

Name: Stephanie Kok Swee Fong

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Mobile Phone: (012) 203 1837

Date of Birth: 7th December 1970

Languages: English, Bahasa Malaysia and Bahasa Indonesia (oral & written)
Chinese dialects – Mandarin, Cantonese and Hakka (oral)

Availability: Immediate



SUMMARY PROFILE

- Hands-on experience in developing and executing integrated marketing plans and strategies, brand management, new product development, marketing communication, advertising, media planning, event organization, sponsorship activation, loyalty program development, market research, trade partnership collaboration, channel management, digital marketing and B2B.
- Analytical with strong business and financial acumen. Able to look into the big picture and articulate company's vision.
- Proactive, resourceful, adaptable, self-motivated and results-driven with a strong commitment to achieve targets set and grow with the company.
- Strong decision making and problem solving skills.
- Ability to multi-task with strong sense of urgency to meet deadlines under minimum supervision. Have good project management skills and accountability for quality of work delivered.
- Meticulous and organized with strong orientation towards measured results in both qualitative and quantitative tracking tools.
- Proficient in business communication languages, copywriting and presentation skills.
- Good interpersonal skills with ability to lead and build team members to achieve winning results. Skillful in managing relationships with medias, agencies and vendors to support business growth.
- Regional marketing experience working in cross-cultural environment.

EMPLOYMENT HISTORY

KCC PAINTS SDN. BHD.

Marketing Manager

(July 2013 – Dec 2013)

- Formulated and implemented marketing plans and identifying new revenue streams for *KCC Paints* to drive sales revenue, profitability and market share growth.
- Prepared sales projections, managed marketing costs and brand profits, tracked return on investment and A&P expenses within budget.
- Championed key ideas and follow through product and packaging development initiatives from concept to launch by working closely with R&D, production, finance, supply chain and sales teams.
- Developed targeted marketing campaigns and creative sales tools to achieve sales, create brand awareness, promote market share growth and build brand equity.
- Regularly feedback on product performances and competitors activities.
- Negotiated with business partners, vendors and associates to maximize cost savings and benefits for the company.
- Planned and organized quarterly incentive trips for hardware dealers to achieve the annual sales target.

Key Achievements

- *Achieved the No. 1 market share position among Tier 2 paint brands.*
- *Developed creative selling aids and print materials for architectural finishing, floor system, marine and protective coating and decorative paints (Gloss and Timberstain wood) to assist sales team achieve their monthly target.*
- *Successfully lead and organized two trade shows abroad in Pakistan (MATRADE Showcase Malaysia in September) and Myanmar (Myanbuild Expo in November) to promote businesses and expand market penetration, generating more than 20 sizable local buyers in each country.*
- *Established new outdoor signage visual identity and installed at more than 70 hardware stores nationwide within two months to create maximum outdoor brand visibility and generate consumer demand.*
- *Achieved more than 21% response rate during the annual Customer Satisfaction Survey among hardware dealers and project customers (vs. 10% in 2012).*

Reason for leaving: Company cost-cutting operation in downsizing headcounts and trimming expenditures.

METROJAYA DEPARTMENT STORES SDN. BHD.

Head of Marketing

(October 2011 – May 2013)

- Developed and executed annual marketing activities to drive accelerated sales and profitability goals for Metrojaya Department Stores and MJ Specialty Stores (*East India Company, Laura Ashley, Living Quarters, Reject Shop and Somerset Bay*).
- Prepared annual A&P financials to maximize investment and monitor marketing expenditures against approved budget.
- Organized and managed product launches, workshops, fashion shows, new store openings, corporate events and securing fair opportunities at concourse/atrium to increase sales revenue. Monitored profits, margins and return of investment (ROI) performances against forecast during each event.
- Managed all marketing materials, presentations and website contents to meet customers' expectation and satisfaction.

- Drove *Metrojaya* and *Reject Shop* loyalty card membership recruitment by organizing programs to new, existing as well as previous customer databases for loyalty retention, conversion and to drive members' engagement.
- Managed CRM team in addressing customers' enquiries on both online and offline platforms.
- Responsible for Visual Merchandising and Graphic Design art direction for all merchandise displays, promotions and events to drive traffic to the stores.
- Analyzed market trends, shoppers' preferences and monitored competitors' activities while developing actionable insights to stay ahead of competition.
- Sourced and collaborated with external business partners, shopping malls and other multi-national companies on cross promotional campaigns to maximize avenues for revenue, ambience advertising opportunities and strengthen brands positioning.
- Built and strengthened relations with creative, media, PR and digital agencies to enhance organization positioning and maximize editorial support.
- Attended business reviews with merchants to improve business performances.
- Positioned *Metrojaya* as a corporate social responsible organization.

Key Achievements

- *Grew 2012 sales revenue by 7% over 2011.*
- *Saved 41% of overall 2012 A&P expenses to achieve the annual sales and profit targets.*
- *Managed production and photo shooting of festive catalogues and bi-monthly direct mailers for 200,000 card members.*
- *Recruited 19,000 Reject Shop card membership within six months of inception.*
- *Partnered with Air Asia 18 million global customer database in their BIG loyalty card program as the key retail merchant to redeem points and earn free flights for accelerated business growth.*
- *Associated with 8TV and HSBC during the "2012 Chinese New Year Traditions" television program on Living Quarters home decoration products, earning over 700,000 viewership per episode and increasing sales by 30%.*
- *Initiated joint-alliance with Naza World during the Grand Prix season to display their Lamborghini, Porsche and Audi motorsport vehicles worth a few million dollars at Metrojaya Department Store entrances and sponsor merchandise gifts from Ferrari, Harley Davidson, Porsche and Aston Martin to contest winners.*
- *Hosted and organized fashion shows (KL Fashion Weekend, 2012 Spring Couture, Mid Valley Fashion Week, the Curve Fashion Week and Tourism Malaysia Mega Sales) that garnered more than RM600,000 in publicity coverage and increased in-store sales by more than 20%.*
- *Implemented incentive programs with Tourism Malaysia and BBKLCC tourism association to bring international tourists to shop at the stores, generating additional 18% sales.*
- *Successfully lead, coached and mentored a competent team of 11 marketing and 15 Visual Merchandiser staffs to drive business performances and inspired people development.*
- *Raised more than RM100,000 funds and donated basic necessities to charitable deeds (Rumah Amal Cheshire Selangor, Rainbow Home, Persatuan Rumah Warga Emas Klang, Rumah Orang Tua Ampang and Pertubuhan Pendidikan Anak-anak Yatim Selangor) to project Metrojaya as a socially responsible corporate citizen.*

Reason for leaving: To take care of a close family member who was hospitalized.

ESTHETICS INTERNATIONAL GROUP BHD.

Regional Brand Manager

(August 2009 – September 2011)

- Developed brand initiatives to drive product performances for skincare/aromatherapy/healthcare food products (for *Advanced Professional System*, *Bioxil* and *Restorative Solutions* home brands), *Averine* cosmetics, and *Esthetics & Wellness International (EWI)* beauty academy in Malaysia, Hong Kong, Indonesia, Singapore and Thailand markets.
- Lead new product development and line extension from ideas generation, product conceptualization, packaging and commercialization of product lines by working closely with in-country marketing teams, R&D and product development teams.
- Established brand identities and supported in-country marketing teams with duplicable training materials and communication materials to build the brands' equities and ensure consistency in brand messaging across all mediums.
- Organized events to dealers and medias to ensure effective product introduction and launches to generate maximum awareness and sales.
- Monitored promotional campaign results and shared best practices with Marketing Managers in each country.
- Prepared monthly purchase forecast to replenish stocks and keep inventory holdings at optimum level.
- Proactively secured editorial and PR interview opportunities by cultivating excellent media relations.

Key Achievements

- *Grew Averine cosmetics sales by 30% in 2010 vs. 2009.*
- *Organized new product launches and press conferences for Bioxil Innertreats, Protective and Aromacential, as well as revamped Averine cosmetics range, garnering participation from over 2,000 beauty salon owners nationwide each time.*
- *Developed testimonials of success stories from customers in five countries and shared best regional practices with in-country marketing teams.*
- *Rationalized Averine's SKU by over 50% for phased out stocks and lead the warehouse sales clearance to achieve targeted sales.*
- *Supervised the expansion of EWI Academy to three branches.*

Reason for leaving: Discontinuation of all private home label brands in the company to focus on AsterSpring beauty salons and imported skincare brands only (Dermalogica & Clinelle).

NEWELL RUBBERMAID (M) SDN. BHD.

Product Manager

(August 2003 – July 2009)

- Formulated annual marketing plans and activities for *Parker*, *Waterman* and *Rotring* fine writing instruments to achieve the sales volume, profit and market share targets in Malaysia, Brunei, Singapore and Vietnam markets.
- Executed seasonal and tactical promotional campaigns, developed creative packaging and sourced attractive premiums to drive incremental sales and address sales gaps.
- Effectively deployed A&P spend expenditures by optimizing ROI to enhance brands equities and marketplace performance.
- Organized road show events to maximize brands visibility, build better trade relation with retailers, wholesalers and distributors, as well as lead generation.
- Identified new distribution channel to penetrate into tertiary institutions to promote the early usage of fine writing instruments among the students, staffs and visitors.

- Developed B2B demand generation programs to corporate customers to support revenue and profit goals.
- Successfully launched the *Fine Writers Club* loyalty program in 2007 to enhance consumers' loyalty and retention rate.
- Established in-store merchandising and retail presentation guidelines to create maximum product visibility and generate consumer off take. Worked closely with suppliers to design merchandise displays, and with retail Buyers to secure higher share of display space during new outlet opening, refurbishment and mobile promotions.
- Conducted product knowledge training, produced persuasive sales aid tools and developed incentive programs to the field sales force and retail buyers to nurture and motivate them to become competent.
- Generated customer insights through field visits and extensive use of Sales Promoters survey data to keep abreast of market trends and growth opportunities. Monitored market intelligence activities closely at trade channels and initiated appropriate action plans to support key account decisions on business expansions, ventures, acquisitions and divestment.
- Periodically participated in customer business reviews in co-ordination with sales team.
- Ensured that after-sales-services are supported through authorized service centers to meet warranty obligations and customer satisfaction.
- Prepared press releases for maximum editorial support in the medias.
- Worked closely with Sales and Supply Chain team on monthly sales forecast for optimum inventory holding and delivery timeliness in alignment with brand activities.
- Fostered excellent working relationship with global brand principals to leverage on available resources and solicit support for planned marketing initiatives.

Key Achievements

- *Overshot total regional sales target by 16% and grew nett sales by 39% in 2008.*
- *Dominated the fine writing instrument market share in the country by more than 55% and were awarded the Reader's Digest Super Brand Platinum Awards and Trusted Brand Gold Awards each year between 2003 – 2009 for Parker being the most trusted fine writing instrument brand in Malaysia.*
- *Generated opportunistic sales through creative gift sets and thematic promotions (e.g. Malaysia Truly Asia, Feng Shui, Breast Cancer Awareness Campaign, Martial Arts collection and World Cup promotion) to grow sales by more than 15% each time.*
- *Championed the development of the 50th year of Malaysia independence Limited Edition pens in 2007 and awarded a Parker pen serial no. 50 to the former Prime Minister, Y.A.B. Tun Abdullah bin Haji Ahmad Badawi, as a gift at his office, garnering tremendous media publicity on television news and newspapers.*
- *Established B2B marketing to corporate sectors to drive incremental sales by over 23% in 2008.*
- *Recruited more than 5,000 Fine Writing memberships during the first year of launch.*
- *Organized the Parker 100 & Parker Latitude new product launches and Fine Writers Club loyalty event to more than 200 trade partners and medias, garnering more than RM200,000 in publicity value.*
- *Participated in fairs and exhibitions (Malaysian Gift & Premium Fairs, Bonuslink Family Carnival and Singapore Fashion Festival) to further reach end consumers, generate new leads and promote sales off take.*
- *Executed the Parker Arrow outdoor billboard advertisement at seven leading tertiary institutions in Klang Valley (UM, UKM, UPM, UiTM, TAR College, Taylor's University*

and Sunway University) to increase Parker's brand awareness and sales.

- *Conceptualized the storyboard of Parker Latitude TV advertisement in association with 8TV during the new product launch in 2005 increasing sales by over 20%.*
- *Was interviewed and featured in the 2007 Smart Investor and Money Compass magazines as Parker brand spokesperson.*
- *Won 3rd placing in the 2007 Store Buddy Project to grow the sales of assigned stores by 25% in 2007 vs. prior year.*
- *Successfully completed the "Team Building for High Performance Teams" exercise at Allson Klana Resort, Seremban in 2007.*
- *Emceed the 2008 Annual Sales Conference for the company.*

Reason for leaving: To take on the challenge of a regional marketing position.

BODY FASHION (M) SDN. BHD.

Product Executive

(April 2000 – July 2003)

- Developed and executed annual marketing plans for *Valisere*, *Pour Moi* and *Triumph* lingerie and home wear lines (sleepwear, singlet and petticoat) to profitably increase sales turnover, margin and market share.
- Managed A&P budget spending to drive top and bottom lines growth.
- Defined brand's pricing and executed effective BTL and ATL programs to stimulate consumer interest and sales growth.
- Identified seasonal fashion trends and gaps in intimate apparels by working closely with regional office and third party sub-contractors on new product development and mix.
- Worked with leading department store retailers every half-yearly to organize fashion shows and workshops on the latest Spring/Summer and Autumn/Winter seasonal collection.
- Organized joint-promotional activities with other companies within the same target customer profiles to drive additional sales.
- Conducted product training to Sales and Merchandizing staffs to develop a highly effective and competent team.
- Researched consumer preferences and analyzed competitors' activities by working closely with the Sales and Merchandizing teams, and collated launch feedback on consumer product acceptance for future product development pipeline.
- Managed inventory forecast based on historical sales performance to meet market needs and regularly rationalized SKUs to keep inventory at a healthy level.
- Ensured accuracy and timeliness of marketing reports submission to the Management.

Key Achievements

- *Achieved the targeted sales growth for assigned brand portfolios by more than 5% each year.*
- *Attained more than 40% market share at most distribution channels in the lingerie market.*
- *Collaborated with Tanjong Golden Village (TGV) Cinema in sponsoring the "La Brassiere" Chinese movie in 2001 and invited one of the Hong Kong actor, Lau Ching-Wan, to attend the press conference and movie premiere to promote Triumph brand.*
- *Collaborated with Christian Dior cosmetics and SKII skincare in join-promotional campaigns to promote Pour Moi lingerie, generating additional sales of over 30%.*

Reason for leaving: Career advancement opportunity.

PHILIP MORRIS (M) SDN. BHD.**Sales & Training Executive****(January 1997 – March 2000)**

- Implemented trade programs for *Marlboro* and *L&M* cigarettes to achieve the targeted sales for each distribution channel.
- Identified training needs of the field sales force, prepared annual training calendar, budget, manuals and liaised with hotels/caterers to organize each training venue. Conducted post training evaluation and propose effective training programs as follow up. Set-up and managed a small library with reference materials for staff usage.
- Monitored and analyzed market research and sales trends, tracked brand health metrics, identified opportunities gap for business growth and developed actionable plans from insights to achieve market share leadership.
- Prepared periodic brand performance reports on sales distribution and market share movements vs. objectives to the Management.
- Implemented the usage of sales force hand-held automation system at all distribution channels, ensuring that the salesmen were fully trained to utilize the tools to achieve better sales field audit (e.g. capture stock inventory, stocks ordering, plan visits and managing POSM inventories at outlets).

Key Achievements

- *Conducted more than 80 training programs for Sales Managers, Supervisors, Executives and Cash Van Salesmen around the country on improving productivity and enhancing their selling skills to achieve the sales target each year.*
- *Organized the 2000 Marlboro World of Sports Contest to build Marlboro's image in international motorsports garnering more than 100,000 entries nationwide.*
- *Project committee member for Year 2000 Century (Y2K) in establishing the Century-Date-Change (CDC) transition plan, schedules, forms, contact list and contingency plans.*

Reason for leaving: To develop my career in marketing.

EDUCATION

UNIVERSITY OF NEW SOUTH WALES (Sydney Australia)	1995 – 1996
Master of Commerce (Marketing)	
UNIVERSITY OF NEW SOUTH WALES (Sydney, Australia)	1991 – 1993
Bachelor of Science (Statistics)	
ASQUITH GIRLS HIGH SCHOOL (Sydney, Australia)	1989
Higher School Certificate	
S.M. JALAN COCHRANE (Kuala Lumpur)	1988
Lower Six	
S.M. CONVENT JALAN PEEL (Kuala Lumpur)	1983 – 1987
Sijil Pelajaran Malaysia (Grade 1)	

PROFESSIONAL AFFILIATION

Member of Institute of Marketing Malaysia

OTHER ACCOMPLISHMENTS

- Participated in the 2012 *PJ Half Marathon* 7 km race.
- Voluntary helper in 2012 *Electrolux Washing-thon Charity Event* to collect, wash, dry, fold, label and stack used clothing to be donated to orphanages, poor kids and adults in need.
- Achieved *Nuskin* multi-level marketing Executive, Gold Executive and Lapis Executive levels in April, May and July 2003 respectively.
- Participated in the Lumut Outward Bound School 3 days 2 nights team building program in October 2001.
- Worked various part-time jobs during my tertiary studies from 1987 – 1996 as a Credit Marketing Officer (*DCB Finance Bhd.*), Network Co-ordinator (*Solsisnet Sdn. Bhd.*), Checkout Operator (*K-Mart Supermarkets*), Shop Assistant (*Kinokuniya Book Store*, *McDonald's Australia*, *The Crepe Australian Bite*, *Coles New World Supermarket*, *Donut Plus* and *University of New South Wales Union*) and Data Entry Clerk (*The Analytical Laboratory Sdn. Bhd.*)
- Achieved Certificate of Merit for completing the *Sun-Herald City to Surf Run* 14 km races in 1995 and 1996.
- University's Orientation Leader during orientation week in 1992 and 1993.
- Awarded Certificate of Credit in the Australian Mathematics Competition (Senior Division) in 1989.