

LIOW LI-SHYAN

USJ

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ABOUT ME

A passionate Business Studies undergraduate at Sunway University with a strong interest in marketing, digital media, and social media strategy. I enjoy creating engaging content and exploring how brands can connect with people in meaningful ways. With solid communication skills, creativity, and an eagerness to learn, I am motivated to contribute fresh ideas and support impactful marketing initiatives during my internship.

Internship duration date: 19 January 2026 – 27 March 2026

EDUCATION

Bachelor of Science (Honours) in Business Studies

(Sept 2023 to Present)

Sunway University, Selangor

Consumer Behavior, Digital Marketing and Marketing Management

(Expected to graduate in August 2026)

CGPA: 3.4

Malaysian Higher School Certificate (STPM)

(Jul 2021 to Jun 2023)

Petaling Jaya Form Six College, Selangor

Stream: Business, Accounts & Economics

Sijil Pelajaran Malaysia (SPM)

(Jan 2016 to Dec 2020)

Sekolah Menengah Kebangsaan USJ 4, Selangor

Stream: Pure Science

WORK EXPERIENCE

ECA Science Teacher, Sri Kuala Lumpur International School.

(May 2023 to Present)

- Enhance student engagement by designing over 20 innovative experiments annually.
- Improved critical thinking and problem-solving skills among students.
- Foster an inclusive learning environment.

Marketing & Social Media Intern, Retune Sdn Bhd (Completed: Jan 2025 to April 2025)

- Assisted in content creation, including posts, and video
- Edited and produced video for marketing initiative
- Managed social media accounts
- Assisted in the development and execution of marketing campaigns

Front Desk Assistant, Muayfit Taipan. (Jun 2023 to June 2024)

- Efficiently managed daily operations, including handling over 40 member check-ins and inquiries per shift.
- Consistently exceeded monthly sales target by 20% through personalized communication and upselling memberships.
- Contributed to a 15% increase in gym revenue over one year by actively promoting classes.

Co Facilitator, D Jungle Juniors. (Jun 2023 to Nov 2023)

- Co-facilitated programs focused on science, environment, and animal education for children.
- Developed and implemented interactive activities and hands-on projects to inspire learning.
- Encouraged environmental stewardship and empathy for wildlife among participants.
- Led group discussion and guided children in exploring scientific concepts in engaging manner.

EXTRACURRICULAR ACTIVITIES

School Service Chairperson, School Leo Club. (Jan 2018 to Dec 2020)

- Organised projects below:-
 1. Secret Santa for Paediatric Cancer Ward at Subang Jaya Medical Centre
 2. Help B40 Students Learn project
 3. Relief Hunger Project joint with Pertiwi Soup Kitchen

Assistant Head of Journalism, School Editorial Board. (Jan 2020 to Dec 2020)

- Implemented an efficient editorial workflow, reducing article turnaround time and meeting all publication deadlines.
- Led the development of compelling themes and story ideas, increasing readership engagement.

VOLUNTEERING

Subang Jaya Book Exchange Programme.

(2015-2018)

- Weekly volunteer
- <https://www.facebook.com/sjusjbep>

SKILLS

- Proficient in Microsoft Excel, Word, and PowerPoint
- Critical Thinking and Problem-Solving
- Team Coordination and Scheduling
- Event planning and Coordination
- Leadership skills and Communication Skills
- Proficient in Canva and Capcut

LANGUAGES

English: Bilingual Proficiency

Malay: Full Professional Proficiency

Mandarin: Elementary Proficiency