

Chee Ming (Lucas) Tan

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EDUCATION

University of Manchester (UoM), UK <i>MSc Business Analytics: Operational Research and Risk Analysis</i>	Sep 2019 - Sep 2020
Sheffield Hallam University (SHU), UK <i>BSc (Hons) Marketing Management (First Class Honours)</i>	May 2016 - May 2018
Tunku Abdul Rahman University College (TARUC), Malaysia <i>BBus (Hons) Marketing (3.79/4.00, among the top 5%)</i> <i>Diploma in Business Studies (E-Commerce and Marketing) (3.86/4.00, among the top 1%)</i>	May 2014 - May 2018

WORK EXPERIENCE

Gapture Malaysia Sdn Bhd, Malaysia <i>AdWords Marketing Intern</i>	Jan 2019 - Aug 2019
<ul style="list-style-type: none">Implemented Google and Facebook ads campaign with a total budget of RM300,000. Generating over 4,000 leads and 90,000 clicks for all campaigns.Integrated analytics tools and successfully tracked over 1,000 events and increased conversion rate by 5%.Prepared monthly report using data-mining and data-visualisation software to build effective feedback system and relationships with clients.Created and managed Facebook contents for a global oil & gas company, grew over 500 organic page likes within 6 months.	
The Inside Scoop Sdn Bhd, Malaysia <i>Marketing Intern</i>	Feb 2018 - May 2018
<ul style="list-style-type: none">Planned and executed 4 high-yielding marketing campaigns. E.g. Generated more than 50 cake orders with an estimated total revenue of RM6,000 in Mother's Day campaign.Negotiated with local and China suppliers and help company saved 37% of buying cost.Liaised with accounting department to resolve international transaction issues.	
AirAsia Bhd, Malaysia <i>Marketing Intern</i>	May 2016 - Jun 2016
<ul style="list-style-type: none">Managed weekly promotional contents on AirAsia's website and email for Australia and New Zealand market.Conducted a rigorous competitor analysis on 5 different airlines along with other market researches to explore new market opportunities in Sharjah and Medina.	

LEADERSHIP EXPERIENCE AND VOLUNTEERING

Marketing Society, TARUC, Malaysia <i>Business Director</i>	Dec 2017 - Mac 2018
<ul style="list-style-type: none">Led a team of 11 to organise a beauty expo which successfully acquire 50 vendors, attracted over 9,000 walk-ins and raised above RM16,000 for both university's student centre and Marketing Society.	
Waitrose Employability Event, SHU, UK <i>Team Lead</i>	July 2017
<ul style="list-style-type: none">Collaborated with 2 members to perform field research and developed an effective Malaysian market expansion strategy for Sheffield Waitrose's management team.	
Student Representative Council, TARUC, Malaysia <i>Welfare Officer</i>	Jun 2016 - May 2017
<ul style="list-style-type: none">Initiated 5 projects with the welfare teams and helped the university to implement new policy and system that brought positive impacts to the students' welfare in overall aspects.	

SKILLS AND LANGUAGES

Languages:	English (Fluent, TOEFL 102/120), Mandarin (Native), Malay (Fluent)
IT Skills:	MS Office, PowerPoint, Excel, HTML, CSS, WordPress, Python, R, Google AdWords, Facebook Business Manager, Google Analytics, Google Data Studio, Supermetrics

ADDITIONAL INFORMATION

Achievements:	TARUC Merit Scholarships, TARUC President List Award, TARUC Dean List Award, TARUC Book Prize Award
Qualifications:	Google Ads Fundamentals, Google Ads Display, Google Ads Search, Google Analytics Individual Qualification